

THE VELVENT CO.

**COMPANY
PROFILE**

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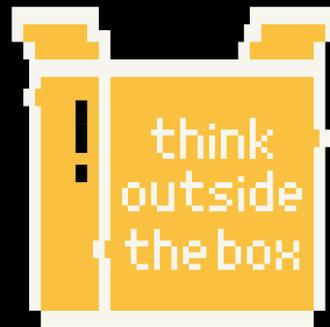
- OUR SUCCESS PARTNERS

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WE LIVE
OUTSIDE
THE BOX

IT'S NOT JUST THAT ...



WE THINK
OUT OF THE BOX..



WHO WE ARE?

The Velvent Co. is where creativity meets strategy. We elevate your brand's presence –online and offline–through immersive events, powerful campaigns, and unforgettable customer experiences.

Our approach blends creative thinking with operational excellence. Whether designing an immersive corporate event, building an influencer-driven activation, or shaping a breakthrough marketing campaign, we ensure every detail aligns with your brand story, your goals, and your customers.



Imagination

Actualization

From concept to completion, we work as your creative partners, shaping raw ideas into refined, high-impact moments.





The mindset we share...

We value **people over profits**, quality over quantity, and keeping it real and unique just the way our clients want it.

I N F L U E N C E , C R E A T E , M A N A G E



WHAT WE OFFER..



EVENT MANAGEMENT

- Conference & Forums
- Team Building Activities
- Activations
- Meetings & Seminars
- Product Launch/Opening
- Exhibitions



MEDIA PRODUCTION

- Photography
- Video production
- Direct montage
- Voiceovers
- Motion Graphics



PROJECT MANAGEMENT

- Crowd Management
- Hospitality & Venue
- Logistics management
- Lighting Solutions
- Destination Management
- Curated Guest Lists



MARKETING & PR

- User Generated Content - UGC
- Social Media Management
- Influencer Marketing
- PR Campaigns
- Indoor & Outdoor Campaigns



SUPPORT SERVICES

- Conceptualization
- Translation systems
- Interactive touch screens
- LED screen
- Interactive walls
- Organizing retreats/trips
- Live streaming

BRANDS DREAM.

We make those dreams walk, talk,
glow, and gather crowds.





**OUR
WORK**

EVENT MANAGEMENT PROJECTS



SAUDI FOUNDING DAY 2025 FOR MYNM

We successfully managed the Saudi Founding Day celebration for Mohamed Yousef Naghi Motors (MYNM), engaging 610 employees across five floors. Our end-to-end execution included a thematic setup, cultural activities, traditional high end catering, giveaways, and a best-dressed competition, creating an immersive and memorable experience that honored Saudi heritage.

SERVICES PROVIDED

- Event Management
- Event Productions

PROJECT TYPE

Corporate Celebration



SAUDI FOUNDING DAY 2025 FOR BMW

We successfully organized BMW's Saudi Founding Day celebration in Riyadh, delivering a seamless experience for 120 employees. Our services included a thematic setup, cultural activities, traditional catering, and custom giveaways across all branches in KSA, creating an engaging and memorable event that honored Saudi heritage.

SERVICES PROVIDED

- Event Management
- Event Productions
- Giveaway Distribution

PROJECT TYPE

Corporate Celebration



BMW M DELIVERY CEREMONY

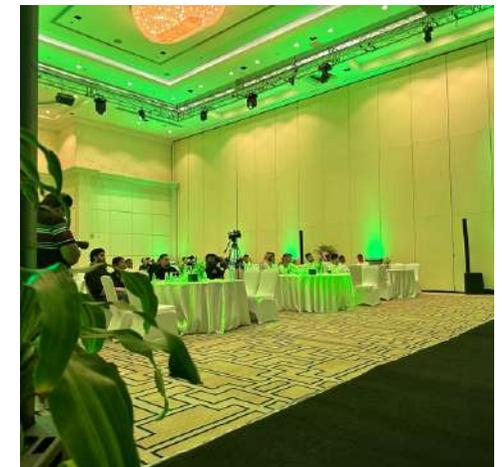
To deliver a memorable and exceptional car handover experience for BMW customers, reflecting the prestige of the M brand and leaving a lasting impression on them. This event will not only celebrate the joy of owning an M vehicle but also reinforce BMW's commitment to excellence and luxury.

SERVICES PROVIDED

- Event Management
- Event Productions

PROJECT TYPE

Corporate



AMARON DEALER MEET PROGRAM

We successfully organized the Dealer Meet Program for MYNM – Amaron, uniting distributors across KSA in a dynamic gathering. Our comprehensive event management covered venue booking in Riyadh, an award ceremony, entertainment performances, and full event coverage. With seamless execution and attention to detail, we ensured a memorable experience for 100 guests, strengthening connections and celebrating achievements.

SERVICES PROVIDED

- Venue Management
- Event Branding
- Media Production

PROJECT TYPE

Award Ceremony

[Click photo to view the link.](#)

EVENT MANAGEMENT PROJECTS



CHERY VIP MANAGEMENT TOUR

We curated a seamless hospitality experience for Chery OEM's visit to Sanabel Modern Motors HQ and showrooms, ensuring a warm and professional welcome. Our team managed hospitality arrangements and full event coverage, facilitating a smooth and well-organized official visit across multiple showrooms and offices, reflecting the brand's commitment to excellence.

SERVICES PROVIDED

- Hospitality
- Branding
- Media Production

PROJECT TYPE

VIP Protocol Management

[Click photo to view the link.](#)



JLR RECRUITMENT EVENT

Managed end-to-end recruitment event for JLR held at Radisson Blu Hotel in Riyadh. The 3-day event was based on series of interviews, evaluation and final hiring.

SERVICES PROVIDED

- Event Management
- Logistics
- Giveaway Distribution

PROJECT TYPE

Workshop



WORLD FOOTBALL SUMMIT

The first edition of the World Football Summit was held in Hilton Jeddah, with around 1400+ attendees joined from worldwide, 140+ speakers, 26 Exhibitors, 28 Partners, and 3 workshops. The Velvent played a critical role and managed the whole event from SCEGA approvals to production.

SERVICES PROVIDED

- Event Management
- Logistics
- Event Productions

PROJECT TYPE

Summit - Conference - Workshops



MG MOTOR NEW LAUNCH

MG Motor, in collaboration with Jiad Modern Motors, a Mohamed Yousuf Naghi (MYN) company and the official dealer for MG in Saudi Arabia, has opened its first brand-new showroom in Jeddah. The second showroom, situated in Riyadh, followed the opening of the Jeddah showroom. The curated guest list for Jeddah and Riyadh Showroom, 100 influencers coverage.

SERVICES PROVIDED

- Guest Management &
- Influencer Coverage

PROJECT TYPE

Launch

EVENT MANAGEMENT PROJECTS



SAUDI NATIONAL DAY AT NISSAN MANAHIL

Manahil International marked the 93rd Saudi National Day by embracing cultural motifs, and we played a role in transforming their inspiration into ideas and creative reality. We organized a tile art workshop, enabling the employees to craft their own unique National Day artworks. The entire office transformed to Saudi cultural village, with a traditional tent arrangement and the distribution of nostalgic 90s candies.

SERVICES PROVIDED PROJECT TYPE

- Team Building Activity Corporate Event
- Giveaways
- Event Management & Setup

[Click photo to view the link.](#)



KAUST TEAM BUILDING ACTIVITY AT KAEC

Organized and managed team building activity for KAUST's PDEC (Planning, Design, Engineering & Construction) department. The Velvent curated a team building for 120 people at Bay-La Sun. The event duration was 3 hours.

SERVICES PROVIDED PROJECT TYPE

- Team Building Activity Team Building Activity
- Event Coverage
- Certificates



HYUNDAI FANZONE 2022, JEDDAH

For the ultimate celebration of football passion, MY Naghi organized FIFA World Cup Fanzone in Corniche, Jeddah. The month-long extravaganza included stalls of local food and free snacks, also famous brands stalls such as Pepsi, Alpro, and Tim Hortons, fueled the energy throughout the day. For Semi-Final and Final matches, special influencer guests were invited for the coverage.

SERVICES PROVIDED PROJECT TYPE

- Event Management Team Building Activity
- Crowd management
- Food Kiosks & Activities
- Influencer Invitations



NESPRESSO BOOTH AT MAKKAH EXPO FOR HOTELS & RESTAURANTS

Nespresso Saudi Arabia participated in Makkah Expo for Hotels & Restaurants earlier this year. Through a dedicated booth at the forum, the brand enabled wet sampling through our dedicated baristas who executed coffee recipes, as well as user engagement to address different questions. The event comprised 3 days which were thoroughly managed and covered by The Velvent.

SERVICES PROVIDED PROJECT TYPE

- Professional Baristas Exhibition | Brand Promotion
- Booth Management
- Event Coverage

EVENT MANAGEMENT PROJECTS



GENESIS SHOWROOM ACTIVATION & G90 TEST DRIVE

Complete event management for Genesis Showroom Activation, wherein different influencers were invited for the coverage of vehicle and showroom.

25 influencers and 10 News agencies attended (automotive included).

SERVICES PROVIDED

- Event Management
- Event Coverage
- Pass Around Catering
- Luxury & VIP Giveaways

PROJECT TYPE

Corporate Event

[Click photo to view the link.](#)



ALPHA ELITE GYM LAUNCH

Alpha Elite is a VIP EMS (Electric Muscle Stimulation) Studio located in Al Zahra, Jeddah opted for a thematic opening and awarded complete event management, along with influencer marketing.

SERVICES PROVIDED

- Venue Management
- Event Coverage
- PR Coverage/ Publication
- Guest & Influencer Management

PROJECT TYPE

Launch



LEGRAND TEAM ACTIVITY

Several fun team-building activities were arranged for Legrand in December 2022. The event was executed at Yam Beach, King Abdullah Economic City.

SERVICES PROVIDED

- Team Building Activity

PROJECT TYPE

Team Building Activity



SANABEL MODERN MOTORS - FAMILY DAY

Managed a fun-filled Family Day at Sanabel Modern Motors Showroom, a celebration for customers or SM followers' families, with snacks, games, and giveaways!

SERVICES PROVIDED

- Event Management
- Entertainment Activities

PROJECT TYPE

Entertainment

****Click on the picture to view the video.**

MARKETING CAMPAIGN PROJECTS



MARKETING CAMPAIGN PROJECTS



HYUNDAI END-YEAR CAMPAIGN 2021

The Velvent was tasked to deliver a highly targeted #endyear campaign by creating engaging content across all channels to communicate the offers through showroom visits and test drives achieving 500K unique views in total, in the western region across all chosen Social Media platforms.

RESULT

1.8M
 286K
 836K

DURATION

2 months - (November - December 2021)

PROJECT TYPE

Brand promotion via influencer collaboration



CHERYPRO BRAND AWARENESS CAMPAIGN

To amplify awareness, boost sales, and grow the initiative to its full potential, Chery Pro worked with 7 influencers. To achieve 5+ Million impressions in total, nationwide across all chosen SM platforms. The campaign generated significant interest in the brand and continued to increase brand exposure to Saudi markets.

RESULT

5.7M
 1.9M
 55K

DURATION

2 months - (February - March 2022)

PROJECT TYPE

Brand Awareness Campaign



EXEED OPEN DAY EVENT

Exeed's Showroom launched as Open Day for all its customers, with an exciting Muvi Suites Lucky Draw for families. We utilized lifestyle influencers and media to create buzz for the competition and new car models. Hired influencers to create engaging content that brought the audience to register for the 100 registrations for lucky draw.

RESULT

341K
 173K

DURATION

1 day - 26 May 2022

PROJECT TYPE

Open Day Event



EXEED LX 2023 LAUNCH CAMPAIGN

EXEED new LX launch nationally across three major cities in the Kingdom through Product Review, and Lifestyle usage scope of work. The main objective is to build a successful pre-launch hype with 16 automotive influencers highlighting the brand, and impactful product review video releases and event coverage to maximize the audience reach.

RESULT

1.13M
 405K
 139K

DURATION

1 October 2022 - 28 January 2023

PROJECT TYPE

Pre-Launch & Post Launch Campaign
Jeddah - Riyadh - Dammam

MARKETING CAMPAIGN PROJECTS



ARRIZO 8 REVIEW FOR SALES TRAINING

Influencer Abu Nehal conducted a comprehensive review of Arrizo 8. Additionally, the project involved the creation of content aimed at educating the sales team about the car and providing insights into Chery Pro as a company.

RESULT

110K 158.9K

DURATION

2 weeks - (02 August - 16 August 2023)

PROJECT TYPE

Car Review + Training Content



EXEED TXL AD WITH INFLUENCER & REVIEW

Our primary objective was to conduct a comprehensive review of the car from the lifestyle influencer perspective. Identified influencers who closely aligned with the Exeed TXL profile. Also, created a commercial video with entire process, from developing storyboard to directing the production and handling post-production work.

RESULT

64,801 13,298

DURATION

2 months - (10 August - 10 October 2023)

PROJECT TYPE

Product Awareness Campaign



EXEED LX AD WITH INFLUENCER & REVIEW

Our primary objective was to conduct a comprehensive review of the car from the lifestyle influencer perspective. Identified influencers who closely aligned with the Exeed LX profile. Also, created a commercial video with entire process, from developing storyboard to directing the production and handling post-production work.

RESULT

29,603

DURATION

2 months - (10 August - 10 October 2023)

PROJECT TYPE

Product Awareness Campaign



HYUNDAI BACK TO SCHOOL CAMPAIGN 2024

For Back to School campaign, we showcased the Hyundai Santa Fe 2024 as a smart, family-friendly SUV through the perspective of lifestyle influencer Jawad Mohammed. We also produced video that blended real-life storytelling with dynamic visuals. Our team handled the full process—from concept to post-production—to deliver impactful campaign.

RESULT

572,145 11,122

DURATION

2 weeks - 11 September 2024

PROJECT TYPE

Product Promotion

MEDIA PRODUCTION





CHERY TIGGO 8 PRO COMMERCIAL



CHERRY ARRIZO 6 COMMERCIAL



HYUNDAI SHOWROOM VIDEO



EXEED LX COMMERCIAL



CHERY B-ROLL



CHERRY TIGGO 7 PRO COMMERCIAL



HYUNDAI SHOWROOM VIDEO



HYUNDAI MEDIA DAY

PROJECT MANAGEMENT



PROJECT MANAGEMENT



MG OFFICE BRANDING
AT KING'S ROAD MAIN SHOWROOM,
JEDDAH



MG SHOWROOM RAMADAN
BRANDING 2024



BMW 2-WEEKS LIGHTING FOR
SAUDI NATIONAL DAY ACROSS KSA



JLR LIGHTING SOLUTION FOR
HOSPITALITY WEEK

BOOTH MANAGEMENT & DESIGNS



**AMARON
JEDDAH MOTORSHOW BOOTH ACTIVATION**



**FORD TERRITORY 2025 HYBRID DISPLAY
MALL ACTIVATION**



**TIGGO 7 PRO MAX
LAUNCH EVENT**



**TETROSYSL
JEDDAH MOTORSHOW BOOTH ACTIVATION**



**TETROSYSL
JEDDAH MOTORSHOW BOOTH**



**BMW R1300 GS LAUNCH IN AL ULA
LAUNCH EVENT**

More information available on request.

PROMINENT SUCCESS PARTNERS



LET'S WORK TOGETHER

You're next...