



engage

PEOPLE.

PRECISION.

PERFORMANCE.

## *People are the heartbeat of Engage Me.*

From leadership and management, through to producers, supervisors, and staff on the ground.

**Every link in the chain matters.**

Event staff operate on a freelance model, which means when clients choose Engage Me, they are choosing our **leadership, management approach and standards.**

Our style is professional, supportive and motivational. We believe this is what brings out the best in people and drives **consistent performance** on the ground.

We take time to understand individual strengths, experience and preferences. Staff are never selected to simply “fill spaces”, they are **recommended with intent, relevance and brand fit.**

# ***Performance-Led Event Management***

## *The Team Behind the Experience*

Our management team and project managers bring extensive experience in delivering on-site support across all types of events, from small activations, to large-scale sports & corporate events.

They're skilled in overseeing large teams and ensuring seamless execution at every stage, from staff training and uniform fittings, to on-the-day coordination.

With a strong focus on preparation and communication, they guarantee that staff are fully briefed, well-presented, and operating efficiently throughout the event.



# ***Trusted, Scalable Talent Network***

*Staffing solutions for every brief*

We believe the staff hired to represent your brand on-the-ground can make or break your project.

Getting to know our staff, how they converse, their experience and even their interests, helps us to match the right staff to your requirement.

With over 6,000 staff on our database, we can provide any type of temporary staffing solution required by clients, including models, hostesses, promoters, actors, DJs, dancers, F&B staff, waiters, bar staff, ushers, entertainers.



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## ***Precision is built on strong operational planning.***

**Clear processes and disciplined structure.** This ensures we deliver consistently, even when briefs evolve or challenges arise.

**Staffing contingency planning** is integral to our approach. We plan for change, respond quickly, and solve problems in real time, allowing campaigns to stay on track without disruption.

Precision is not just about planning; it is about detail. **Staff are a live extension of the creative idea and a visual representation of the brand.** How they look, act and engage is critical to event success, and we manage that with care.



## ***Planning Processes & Structure***

*Preparation-led, solution-focused delivery*



Operational planning is detailed and practical. Uniform distribution is coordinated in advance, check-in processes are clearly structured, roles and positions are assigned with intent, and break schedules are managed to maintain full coverage throughout the event.



Reporting requirements are defined upfront to ensure accurate data capture during delivery. This structured approach allows teams to operate efficiently on the ground and ensures smooth, uninterrupted execution.



## ***On-Ground Management***

*Managed properly, delivered professionally*



Structured staff check-in processes ensure attendance, timekeeping and grooming standards are met from the outset. Break schedules are carefully managed to balance event demands while ensuring teams are rested and ready to re-engage and deliver consistently.



Contingency measures are in place to support real-time changes, from staff replacements and additions to uniform adjustments, helping relieve pressure on clients during live delivery so they can focus on the wider event with confidence.



## ***Image & Grooming Management***

*Attention to every detail*



Ensuring our staff are portraying the right image for your brand is important to us.

We take extra measures to brief staff and ensure high standards when it comes to; hair, make up, nails, jewellery, how to wear the uniform to ensure uniformity etc.



We can support with uniforms; Engage Me uniform inventory (free of charge), sourcing off the shelf & custom design and tailor made.

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## *Performance is non-negotiable.*

If KPIs are not met, the brief has not been fulfilled. We are not a staffing supplier that simply provides bodies and ticks boxes. **We are invested partners, accountable for outcomes.**

Success starts with clearly defined objectives. We ensure teams on the ground understand what success looks like and are aligned, **briefed and motivated to deliver** against it.

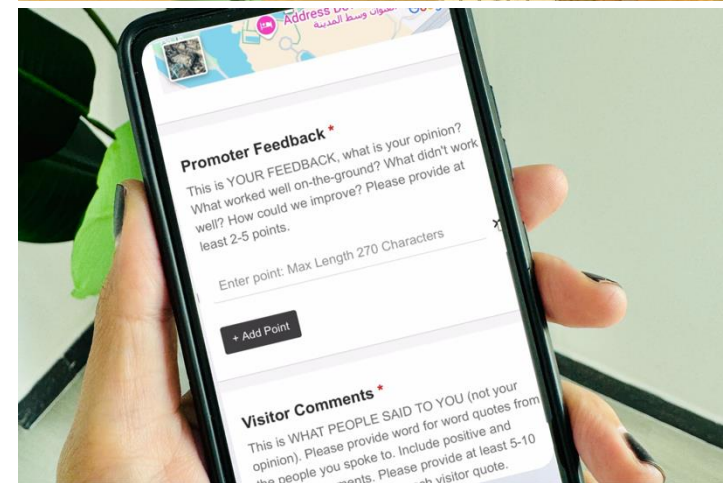
Performance is measured, reviewed and refined, **ensuring every campaign delivers learnings, value and results.**

# Engage Me Insight

*Bespoke sourcing, tracking & reporting tool*

Welcome to INSIGHT, our bespoke reporting tool developed with your KPI's at the forefront of every project.

No one is closer to your consumer than our staff on-the-ground. Their feedback provides insights that can add value to your campaign and allow us to make changes throughout to ensure we meet your key objectives.



# ***Trainings & Workshops***

*Investment in training to maximise success*

From promoters to supervisors, we understand the importance of staff training. We hold regular workshops where we invite staff to participate to educate them on how to excel in different roles.

For client projects in addition to any required training from the client's side, we hold our training sessions to ensure Engage Me standards are communicated.

Ahead of events we request staff to complete an online quiz to ensure everything is fully understood.



# Staff Incentives

*Recommendations to drive commercial success*

If your objective is target driven, a key tactic that we would recommend is staff incentives. The type of incentive and the mechanics is what sets us apart, as this is tailored to meet your specific objective by our experienced team.

Incentives are tracked regularly, and we adapt throughout the campaign to ensure we hit the client objective and provide ROI.



# ***Learnings & Recommendations***

*Building long term partnerships with our clients*

Client objectives & KPI's are briefed and emphasised to staff for alignment during pre-event briefings.

Daily reporting through our online tool, allows us to track results and adapt in real time.

Our end of campaign report details key learning's and recommendations for future campaigns, which enables us to build long term relationships with clients and build efficiencies.



OUR WORK



# Range Rover

## *Car Model Launch Event*

The launch of the new Range Rover SV Bespoke Sadaf Edition was previewed to an exclusive audience at Range Rover House in Abu Dhabi.

- 11-day event
- 1 On-site Project Manager
- 5 Grade A Hostesses

Hostesses were responsible for guest registration, as well as showcasing all the car's features whilst conversing with guests and generating interest for pre-orders.



# Dubai Fitness Challenge

## *Ushers*

Over recent years, Engage Me has proudly supported a range of clients at the Dubai Fitness Challenge, supplying dynamic, professional, and highly-engaging event staff to help bring activations to life. For global brands such as DP World and Etisalat, we have successfully delivered teams ranging from 20 to 75 staff, tailored to the scale and requirements of each activation.

Our promoters are carefully selected not only for their professionalism and presentation, but also their ability to create meaningful brand interactions, energise crowds and drive strong audience engagement. Backed by experienced on-the-ground management, we ensure smooth execution and high performance.



# Liverpool FC

## *Kit Launch Event*

When Liverpool FC launched their new kit for the 2025/2026 season in a VIP event for influencers and industry disruptors, our brand ambassadors and MC were on hand to ensure a successful event.

With Liverpool footballing legends in attendance, their task was to manage the guest list and help in distributing gift bags, as well as managing the Q&A and meet & greet sessions.



# DP World

## *Various Events*

Our premier team of hostesses work across exhibitions and events on behalf of DP World at events across the UAE.

Staff are given full briefing on DP World, its brand guidelines, corporate messaging, and their core values, in order to converse with potential clients about the services and products available, aiming to create and sustain partnerships with companies around the Emirates.

L'ORÉAL  
L U X E



L'Oreal

*Fast Forward Event*

The annual L'oreal Fast Forward 2025 celebrated 25 years in the Middle East this year with a 3-day conference on Bluewater's Island.

Our team of 10 hostesses provided full coverage event support; including welcoming guests to the venue, assisting with guest registration, gift bag preparation, prize-giving and Q&A sessions.

All hostesses were given clear briefing on grooming standards, the event's agenda, their respective roles at the event, and L'oreal's company profile.



# Binance

## *BlockChain Week 2025*

For the past two years, Engage Me has proudly supported a range of events for Binance across the region, delivering experienced, professional staffing teams to support seamless event operations and elevate the attendee experience.

From registration management and attendee scanning to VIP and Speaker Lounge support, swag bag distribution, and interactive gaming zones, our team played a key role in ensuring smooth execution across all guest-facing areas. Carefully selected for their professionalism, adaptability, and high-energy approach, our staff helped create a polished and welcoming experience that reflected the calibre of the event and brand.



# Galleria Mall

## *Spend & Win Activation*

Summer 2025 saw a 3-month Spend & Win campaign at the Galleria Mall in Abu Dhabi. Our promoters were on the ground to raise awareness and guide customers through the process required to participate. Account sign-ups were taken via iPads by our promoters on the ground, meeting the KPIs of 100+ sign-ups per day.

- 3-month event, daily 12-hour shift rotations
- 1 Dedicated Project Manager
- 10 x Staff - Teams combined of 1 x Grade A/B Arabic speaker, and 1 x Grade C Promoter

To support our client, daily reports to the client of the number of people they had spoken to, as well as the amount of account registrations they had managed to secure.



# Maybelline

## *Activation Stand*

Our brand ambassadors were on site during this special Ramadan pop-up store for Maybelline, interacting with visitors and helping to promote Maybelline's latest product range.

Full briefing on the products being promoted was given prior to the start of the activation, as well as training in lead capture, to assist the girls in their mission to sign new members up to Maybelline's membership community.



# Mastercard

## *Edge Event*

Our team of hosts and hostesses welcomed guests to this event, ensuring a smooth and timely registration process.

During the 2-day event they assisted with directing guests into seminars, managing the microphone during Q&A sessions, handing out gift bags to attendees, and informing guests about the schedule and talks taking place.



# Adidas

## *Turf Games*

We have provided staff for Adidas at the annual Turf Games competition in Dubai for the last 3 years. Our staff support in flagship Adidas stores across the region in the week leading up to the main event, assisting with participants t-shirt collection and printing.

On the two live event days, they are on-site to bring maximum energy; conducting fun games, shoe trials of the latest Adidas styles, sign-ups for the Adidas app, and manage bookings for the ice baths provided for turf games participants.



# GAC

## *Mall Activations*

Our promoters are present across malls in Ras al Khaimah, Abu Dhabi, Dubai & Sharjah to educate customers about GAC's full range of cars, and generate leads for test drives.

Staff undergo full training and briefing in order to ensure brand values and culture are present in their communications with customers, and that they represent the GAC brand in a professional manner at all times.



# Emirates Dubai 7s

*2019 - 2025*

For the last 6 years, our team of 180 promoters, ushers, VIP hostesses & logistic staff have supported Falcon to ensure guests attending the Rugby 7s weekend have the best guest experience possible.

From registration, wrist banding, bag drop attendants, VIP hospitality, seat guides, and manning the information booths around the site, our staff work tirelessly over 16-hour days with big smiles on their faces and a focus on making every guest want to come back again next year.



# Singapore Airlines

## *Activation Stand*

Our elegant promoters invited visitors to experience Singapore Airlines at the activation stand at City walk over a 10-day period.

Uniforms were tailor made in brand colours, and precision was taken over the hair and make up briefing to ensure uniformity and standards as per the brand.

# Why Engage Me?

*What makes us different*

- The right people, not just people
- Measured performance
- Real-time insights
- Strong leadership on the ground
- Proven UAE expertise
- Partnership-driven

**PEOPLE. PRECISION. PERFORMANCE.**



THANK YOU

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