



srmq;X



HELLO, WE ARE
srmq 

We have a proven track record when it comes to large scale events and experiences.

Experiences that educated, excited, moved and made a lasting imprint for Saudi Arabia and the region.

From creating and cutting through the noise, to engaging commercial sponsors and corporate clients we delivered unparalleled experiences across the board.

We are the turnkey solution for your event management needs.



SRMG X Credentials

WE ARE SAUDI AND PROUD

Because we are born in Saudi Arabia, we understand the community and what makes a successful event.

Because we are on the ground, we access the best local , regional and International partners to deliver efficient experiences and are able to tap into the latest regional trends.

Because we have an international team, we bring our clients the best of both worlds. We pride our selves on delivering world class events and experiences.





A PROVEN TRACK RECORD

2021

- KAFD Leadership Conference
- Riyadh International Book Fair
- Hia Hub 1.0
- Manga Arabia Youth Launch
- Catmosphere Catwalk
- Sayidati Glass House
- Manga Arabia Activation
- SRMG Tournament

2022

- Cannes Lions SRMG Beach Experience
- Riyadh Season SRMG Experience
- International Book Fair
- Hia Hub 2.0
- Dior Launch
- SRMG National Day Celebration
- Carolina Herrera Experience
- SRMG Founding Day Celebration
- Catmosphere Catwalk

2023

- Wadi Forum
- Cannes Lions SRMG Beach Experience
- Hia Hub 3.0
- SRMG Founding Day Celebration
- KAFD Annual Leadership Summit
- Shein
- SRMG Suhour
- SRMG National Day Celebration

2024

- Bloomberg Power Players
- Wadi Forum
- TikTok
- Catmosphere Catwalk
- Billboard Arabia Music Awards*
- Hia Hub 4.0*

* Event in progress

SRMG X Credentials

WE SET THE TRENDS FOR OTHERS TO FOLLOW

We have developed IPs which have set the tone for how events can be run.

At the heart of this is Hia Hub, the region's largest fashion event which has redefined how fashion, music and lifestyle can be showcased in Saudi Arabia.

We understand what the community wants and constantly drive to bring innovation to our events making them bigger and better every year.



SRMG X Credentials

WE PIONEER EXCELLENCE IN EVENT MANAGEMENT

Where creative vision meets innovation to craft unforgettable moments.

Excellence and innovation are at the heart of everything we do, from the drawing board to project management to final execution.

We prioritize quality, creativity, and guest satisfaction, ensuring that each event not only meets but exceeds your highest expectations



SRMG X Credentials

WE CHAMPION CREATIVITY

We have created some of the most innovative activations at the biggest events in the world.

We combined creativity and authenticity to provide an experience which was the highest reviewed at Cannes Lions in 2023, and one of the most talked about and largest scale activations at the festival.

We work with our award-winning partners to bring to life bold concepts which drive awareness, footfall and conversation.



SRMG X Credentials

WE CREATE GROUNDBREAKING EXPERIENCES

We can shape and create events that have never been seen before in the region. With world renowned talent, that spans multiple disciplines we can put on a show like no one else.

We have fostered partnerships with best in class companies across the region which will ensure an unforgettable experience.



SRMG X Credentials

WE HELP WORLD LEADERS SHAPE THE CONVERSATION

We bring together government officials and industry titans to shape the conversation around the future of industry.

Through our network we have unrivalled access to some of the most influential voices shaping the future of energy, economy, geopolitics and governmental policy.





SRMG X Credentials

WE PROPEL BUSINESSES FORWARD

We help put our partners in positions to thrive, showcasing your company on the world stage with key audiences and potential investors.

We know how to position your brand and create an experience which leaves a lasting memory, driving strong brand recall and generating unrivalled opportunities in the region.





SRMG X Credentials

WE FOSTER RELATIONSHIPS BETWEEN BRANDS AND SAUDI ARABIA

We have worked with some of the biggest brands in the world to activate in Saudi Arabia, authentically and memorably.

We use our local market expertise and international experience to craft activations which are culturally appropriate and build strong local market affinity with the brands.

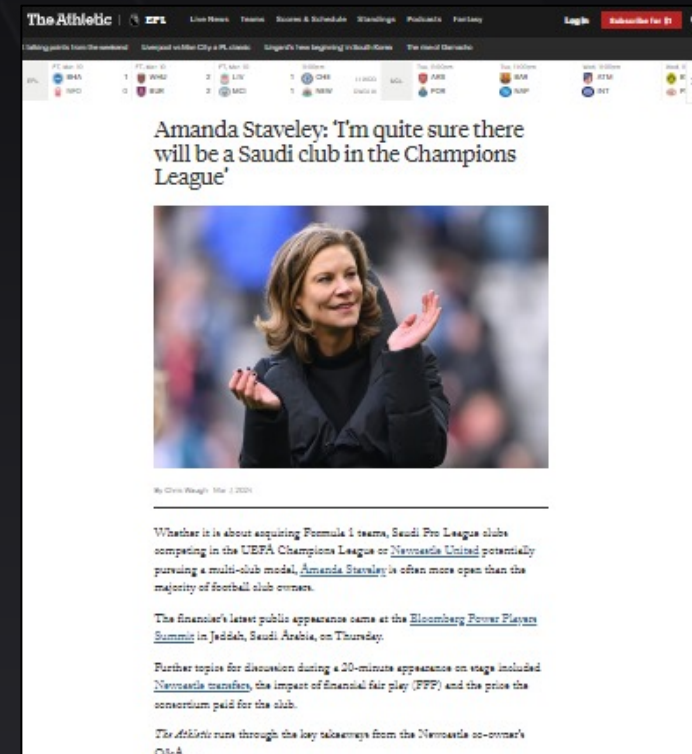


SRMG X Credentials

WE PROVIDE FULL SERVICE MARKETING SUPPORT

We bring the journey to life through best-in-class marketing throughout the event lifecycle.

SRMGx is able to tap into SRMG's industry leading marketing communications functions to offer award winning branding, campaigns, promotional support and PR designed to maximize awareness and engagement of your event.



SRMG X Credentials

AND WE SUPPORT SPECIAL CAUSES

We helped to position initiatives at the forefront of public mind through immersive experiences and full-scale marketing and communications activations.

Catmosphere Catwalk became one of the most talked about social initiatives in the region and has attracted hundreds of thousands of guests with X activating innovative experiences and providing amplification through SRMG's internal titles.





SRMG X Credentials

WITH **srmg** X YOU GET ACCESS TO THE FULL SRMG PORTFOLIO

With a portfolio of diverse companies, built with a media foundation of 30+ titles with 172m+ reach, SRMG are best positioned in the market to support your event and maximize engagement.

SRMG is the largest integrated media group in MENA and brings the very best global content, high-quality production expertise, and premium entertainment to local audiences.

srmgmedia

Publishing & Broadcasting: Traditional and Digital
Regional and Global Brands
Data-driven content

srmg
think research & advisory

Research, Insights and Advisory:
Tailored Macro & Market Research
Curated Insights, Briefings & Knowledge Curation hub

srmg
Academy

Media Training & Upskilling Academy
SRMG talent upskilling
External PR & media training

srmg labs

Creative, Innovation & Digital Capabilities
Creative services
Incubation, product design & innovation

srmg
Studios

Production & In-house Studios
Local IP creation & dissemination
Global IP localization

srmg

Marketing & Communications
Best in class marketing and communications
Paid media and digital advertising specialists

srmg
ventures

Ventures
Investments and Acquisitions
Supporting other pillars with growth strategies



Activating Brilliance



SRMG X Credentials

WHAT WE DO



IP creation



Event conceptualization



Event planning



Event management



Programming



Marketing



Partnerships



Branding



Event execution



Logistics

SRMG X Credentials

WHAT WE DO – IP CREATION AND EVENT CONCEPTUALIZATION.

Strategic Collaboration

Thorough Research

Creative Ideation

Concept Development

Brand Integration

Documentation and Guidelines



SRMG X Credentials

WHAT WE DO – EVENT PLANNING AND MANAGEMENT

Strategic Planning

Programming

Talent Acquisition

Operations

On-site Management

Guest Management



SRMG X Credentials

WHAT WE DO – EVENT PRODUCTION AND EXECUTION

Audio Visual Solutions

Staging

Special Effects

Structural Build

Fabrication

Technical Drawings

Design Implementation



SRMG X Credentials

WHAT WE DO – LOGISTICS MANAGEMENT

Protocol & VIP

Meet & Greet

Visas, Flights, & Transportation

Accommodation

Catering

Staffing



WHAT WE DO – MARKETING AND PARTNERSHIPS

Integrated Creative Services

Marketing Planning & Strategy

Media Planning and Buying

Digital Marketing and Social Media

Sponsorship Acquisition and
Management

VIP Clientele & Database Access

Public Relations Services





SRMG X Credentials

OUR CLIENTS



RICHARD MILLE

BVLGARI

Dior

PIAGET



CAROLINA HERRERA



HARVEY NICHOLS

OUNASS

SHEIN



سيديتي



Activating Brilliance



— OUR WORK

Activating Brilliance

srmq. 



Bloomberg Power Players

On the enchanting Jeddah seaside, Asharq Business and Bloomberg Media hosted the first-ever Bloomberg Power Players Jeddah Summit, converging sports, business, investments and entertainment and against the backdrop of the Formula One Grand Prix in Saudi Arabia.

With an exclusive roster of global leaders and investors in sports, we tackled topics across the sporting industry and looked deep into the incredible growth the region and Saudi Arabia is witnessing, and more importantly how it continues to disrupt the global playing field.

Key Achievements

- Pre-event paid promotion generated over 25M impressions.
- The event live coverage received over 600k views.
- Sentiment for the event was high with 28% positive and 69% neutral.
- The event had global appeal, with 25% of all mentions from the US and UK.
- Strong global news pickup on Saudi-specific storylines about the Saudi Pro League.

By Numbers

771m
Reach

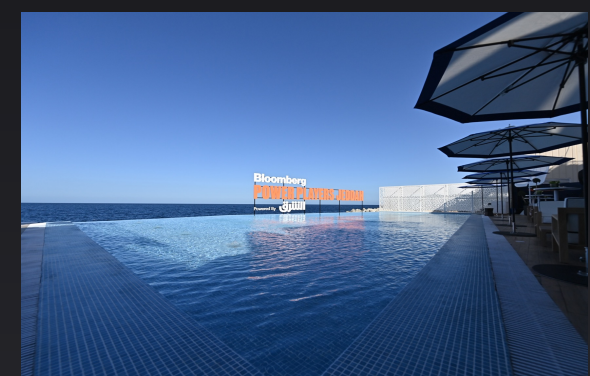
2,090
Mentions

215k
Live stream viewers

16,931
Engagements

255
Coverage

385k
Playback views





HIA HUB

In Nov. 2023, HIA hosted its 3rd edition of HIA HUB in JAX District. This edition was in partnership with Fashion Futures, elevating the overall experience and participation rate.

HIA HUB 3.0 saw a more dynamic and creative line-up across speakers, artists, music talents, brand and art partners , special events. In only 2 years since its inauguration. Billboard Arabia took over the outdoor stage, hosting live performances and talks with experts and artists.

Key Achievements

- Marked the beginning of integrating Fashion Futures (a program under the Ministry of Culture's Fashion Commission) as a strategic and programming partner.
- Witnessed a 5x increase in attendance after only 2 years since it's first edition
- Showcased a standalone Saudi 100 Brands activation
- Had a dedicated stage for music under Billboard Arabia

By Numbers

390M
Overall reach

6.5m
Video views
On socials

65+
Speakers & talents

256
Media outlets

100m+
Views on TikTok

7460
Visitors



SRMG Beach

The SRMG Beach Experience at Cannes Lions Festival of Creativity brought together more than 50 influential speakers and was attended by over 3,000 guests, garnering 1.65 billion mentions across digital channels over the course of four days.

SRMG focused on the latest trends and disruptions, including the impact of new technologies, the evolution of audience demands, and how creativity fosters innovation. SRMG and Billboard partnered to launch Billboard Arabia, introducing Music Awards, Charts, Arab Music Week and more to MENA audiences.

Key Achievements

- Showcased SRMG offerings on a global platform
- Solidified existing partnerships and developed new ones
- Brought together some of the best and brightest minds for a series of dynamic discussions on the opportunities and challenges in the MENA media landscape, the impact of AI on creative industries, the power of community in building iconic brands, and the rise of the region as a thriving music and venture capital hub

By Numbers

3.4Bn

Overall reach

1.72Bn

Social media reach

291K

Social media
Impressions

415

Press hits





Our Work

Sayidaty Glass House

SRMG Media and SRMG X kicked off the Riyadh Season festivities with the Sayidaty Glass House, an original experience for the leading regional Woman’s magazine.

Located at the entrance of Riyadh Boulevard, this unique structure embodied the magazine's legacy of connecting with its audience with a series of female-led experiences, brand partnerships, and a jam-packed schedule of programs.

Key Achievements

- Supported Riyadh Season messaging
- Drove Traffic To Boulevard
- Increased Brand Exposure

By Numbers

200+
Attendees/day

45
Video views
On socials

11
Brand & Sponsors

100
Celebrities





Red Sea International Film Festival 2023

For the third consecutive year, SRMG joined the Red Sea International Film Festival as an official media sponsor to amplify this global event through it's dynamic media ecosystem.

Activations included a photoshoot with celebrities for Hia magazine and a dedicated List magazine supplement which was distributed to festival guests.

SRMG also sponsored the festivals' documentary award, with the 'Asharq Documentary Award' given to the best documentary and a \$10,000 cash prize for the winner. In addition, a special episode of The Critics on Asharq Discovery was filmed at the festival. And finally, Paul Edwards, GM of Asharq Discovery, featured as a panellist within the Red Sea 360 program in a discussion which explored how AI is set to transform filmmaking.

Key Achievements

- Supported Red Sea Film Festival Communication Objectives
- Amplified RSFF position as a leading regional festival for arts and film
- Increased Brand Exposure for RSFF, its programs and campaigns

By Numbers

8m+
Digital ad
Impressions

13
Media outlets
Activated

447
Brand & Sponsors

167,000
Engagements Achieved





Manga Arabia Glass House

In December 2021, Manga Arabia celebrated the inaugural edition of Manga Arabia Youth at heart of Riyadh Season’s festivities with a takeover of the Boulevard Riyadh City’s iconic Square screens. The takeover marked the opening of the 3 Manga Houses, each with dedicated design and programming for Manga Arabia, Manga Arabia Youth, and Manga Arabia Kids.

Key Achievements

- Supported Riyadh Season Messaging
- Drive Traffic To Boulevard
- Increased Brand Exposure

By Numbers

176M

Press impressions

31M

Media outlets
Activated

82

Screens takeover
at boulevard

322K

App downloads
In 2 weeks

14

Workshops

1200+

Visitors





Think MENA Forum 2022

In September 2022 in New York City, convening on the side-lines of the 77th Session of the United Nations General Assembly, Think Research and Advisory and the Middle East Institute launched the Inaugural MENA FORUM - a flagship event highlighting the region's critical role in addressing the global agenda.

Key Achievements

- Provided a unique lens on the most consequential issues of our time
- Convened a diverse group of regional and global stakeholders to examine how the region can contribute to positive change on a global scale
- Explored how key regional players are navigating the international arena to ensure a better global future built on sustainable growth

By Numbers

25.3M
Potential reach

2K+
Engagements

779
Unique digital Mentions

39K+
Impressions



— THANK YOU