

HALEON RACE TO THE FUTURE 2024

HALEON Case studies



Brand Architects and Designers of Demand

PROJECT/THE BRIEF

To conceptualize & execute a successful three-day conference for Haleon Group's GNE team at the Ritz Carlton, Abu Dhabi from 27th February to 28th February.



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SCOPE OF WORK



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- Develop and visualize the concept for the event, incorporating futuristic themes and elements.
- Design & procure all event elements including branded merchandise, décor, AV elements, and stage setups.
- Provide comprehensive audio-visual support, including sound systems, lighting, LED screens, and video production.



DESIGNS



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