



Philips Pre-Congress

Case Study



Brand Architects and Designers of Demand

PROJECT BRIEF & SCOPE OF WORK

- **Design & Visuals:**
Presenting immersive 3D renders capturing the event flow at Conrad Hotel Dubai to ensure accuracy and realism.
- **Stage Set-Up:**
Stage assessment to determine optimal layout and seating configuration for accommodating the panelists, moderator and audience. From selection of the couches, tables and floral arrangements.
- **Audio Visual Production:**
A state-of-the-art sound system, wireless and clip-on microphones, ambient lighting, stage monitors, clicker to deliver a seamless production that cativates and engaged the attendees.
- **Event Management:**
Coordinate installation, transportation, and dismantling of all elements.





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