



Case Study



PRISM
ADVERTISING
BRAND ARCHITECTS AND DESIGNERS OF DEMAND

Brand Architects and Designers of Demand

EVENT OVERVIEW

Channel Summit Event - META 2025 is organized by ChannelHub and was held from May 7–9 at the Fairmont Bab Al Bahr in Abu Dhabi. This exclusive, invitation-only event brought together senior-level delegates from across the Middle East, Africa, and South Asia. The summit provided a platform for global consumer tech vendors, distributors, and top regional retailers to connect and collaborate .

The event featured keynote presentations, workshops, and panel discussions focusing on key industry trends and concluded with the Channel Summit META Awards, celebrating excellence and innovation in the consumer tech sector.

Overall, Channel Summit META 2025 served as a pivotal platform for networking, knowledge exchange, and exploring future opportunities in the consumer technology industry across the META region.

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BRIEF

Our team was entrusted the production, execution and management of venue branding, awards, recognitions and deliverables for the event ensuring a seamless and successful event experience.



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SCOPE OF WORK

- **Venue Branding:** Production and execution of cohesive branding across various event touchpoints including indoor and outdoor.
- **Outside branding:** Signages that are directional and branded flags placed to create visibility and recall.
- **Indoor branding:** Multiple items including welcome arch, branding in registration areas, branded banners, sponsor banners, backdrops, directional signages, photocall walls, program totems etc.
- **Recognitions:** Awards and commemorative plaques were designed and executed to reflect Channel Summit’s visual identity and values.
- **Deliverables:** Production of event maps, passports and badge templates to improve the participants’ event experience.
- **Logistics Management:** Oversaw all logistical aspects, from transportation and setup to post-event dismantling and removal, ensuring a seamless experience for the client.

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