

PHILIPS

Global Health 2024 - KSA

Case Study



PRISM
ADVERTISING
BRAND ARCHITECTS AND DESIGNERS OF DEMAND



Brand Architects and Designers of Demand

Project/ The Brief

To deliver a memorable, high-impact conference that strengthens Philips' brand presence, elevates the attendee experience, and supports key business objectives including brand awareness, sales engagement, and community building. Central to the event was the successful unveiling of the new Zenition 90, creating a compelling focal moment for guests and stakeholders.



Scope of Work



- Managed the complete conference production workflow, from initial planning and design through setup, live event operations, and breakdown.
- Designed and built dedicated branded experience zones for IGT, Digital Pathology, Enterprise Informatics, SR&C, Ultrasound, CLV/CS, HPM, and Imaging.
- Delivered the full exhibition booth environment, including a dedicated feature area and unveiling moment for the Zenition 90 machine.
- Oversaw all staging, lighting, AV systems, presentation screens, clinical demonstration requirements, and branding elements to ensure alignment with Philips' global standards.
- Managed the technical and electrical setup across training rooms, the exhibition booth, and the outdoor celebration area, ensuring safe and reliable power distribution.
- Supplied and configured presentation support tools, including projector screens, feedback monitors, clickers, and related equipment.
- Provided end-to-end onsite management, including a dedicated technical engineer for real-time troubleshooting and supervision throughout setup, live hours, and closure.



Brand Architects and Designers of Demand



Brand Architects and Designers of Demand