



PROPOSAL KIT 2026

Corporate & Institutional Event Management Across Egypt & Saudi Arabia

The events division of Sara Communications — from strategy and creative direction to production, registration, hospitality, media and on-ground delivery across MENA.

Conferences & Forums

Government, NGO & Embassy Events

Gala Dinners

Brand Launches

VIP & Protocol

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ABOUT SARA EVENTS

One accountable partner, from strategy to closing report.

Sara Events is the specialized events division of Sara Communications. We combine strategic communications, creative direction, event production and on-ground operations under one roof, for corporate, government, diplomatic, NGO and association clients.

22+

Years of communications and events expertise

50+

Events delivered

200+

Happy clients

360°

Strategy, creative, production, logistics

Why Sara Events

- ✓ 22+ years of regional event experience
- ✓ End-to-end management, from strategy to reporting
- ✓ Dedicated project teams and vendor coordination
- ✓ Creative, production and communications under one roof
- ✓ Government and diplomatic protocol expertise

Where we deliver

Egypt, Saudi Arabia, UAE, Libya and the wider MENA region, including cross-border programmes with regional vendor coordination.

Sectors we serve

Government & Public Sector

International Organizations

NGOs

Corporate

Real Estate

Healthcare

Education

Technology

Retail Brands

Hospitality & Tourism

Our commitment: a response within 24 hours, a dedicated account manager, and a free initial consultation for every enquiry.

SERVICES

Every layer of the event, managed by one team.

01

Event Strategy & Planning

Goals, audience, budget, concept and a complete event roadmap.

02

Conferences & Forums

Registration, AV, simultaneous interpretation, delegate management and VIP protocol.

03

Exhibitions & Booth Design

Booth design and build, exhibition management and visitor engagement.

04

Corporate Events

End-to-end delivery: venue, production, hospitality and on-ground management.

05

Registration & Ticketing

Online registration, ticket sales, QR check-in, badge printing, attendance tracking and reporting dashboard.

06

Event Production & Technical

Stage design, lighting, sound, LED screens, technical setup and full production management.

07

Catering & Hospitality

Coffee breaks, VIP hospitality, gala dinners, catering management and guest services.

08

PR & Media Coverage

Media coordination, press attendance, coverage planning and communications support.

09

Photography & Videography

Photo and video teams, highlight reels, documentation and post-event content.

10

VIP & Protocol Management

VIP flow, diplomatic protocol, guest seating, arrival management and hospitality coordination.

EVENTS WE SERVE

Eight event types, eight dedicated pathways.

Conference & Association Events

CEO forums to international congresses, planned and run to the minute.

Government, NGO & Embassy Events

— our specialty

Protocol, seating, multilingual hosting and permits for ministries, embassies, donors and international organizations.

Corporate Gala Dinners

Venue, production, catering, entertainment and guest management for award nights and galas.

Brand Launches & Activations

Launches that make the market stop and look, with creative concept, production and media.

Corporate Team Building

Retreats, offsites and activities that build stronger teams on purpose.

Workshops & Training Events

From venue and setup to interpretation, materials and documentation.

HR & Employee Recognition

Awards nights, farewells and appreciation events that celebrate your people.

Seasonal & Religious Occasions

Ramadan iftars and sohours, Eid, New Year and National Day, celebrated right every year.

HOW WE WORK

From first brief to final report.

1

Discover

Clarify goals, audience, venue, budget, timeline and requirements.

2

Design

Build the concept, scope, production plan, branding and guest journey.

3

Produce

Coordinate suppliers, technical production, registration, hospitality and operations.

4

Deliver

Manage the event on-ground and close with reporting, documentation and insights.

SELECTED PROJECTS

Proof from real Sara Events work.

CONFERENCE

Mawadda Initiative

Client: GIZ

National event with stakeholders, media and guest coordination. Conference management, media coverage, production, photography and registration for 250 attendees.

NGO EVENT

CBUID High-Level Closing Event

Client: EU / GIZ

Branding, protocol, VIP coordination and production for a closing event attended by governors, ministers and international donors.

CONFERENCE

Civil Society Support Fund (CFS) Conference

Client: GIZ / EU – Ministry of Social Solidarity

Full conference management, protocol coordination and stakeholder logistics, bringing ministries and civil society partners together.

NGO EVENT

Egypt Urban Campaign Program Launch

Client: EU / GIZ

Full-scale launch with segmented stakeholder zones, tailored messaging and coordinated programming for government, donor and community audiences.

SEASONAL

Diplomatic Club Gala

Client: Diplomatic Club

Seasonal event setup, VIP flow, hospitality and on-ground coordination for a high-level diplomatic guest experience.

CROSS-BORDER

Event Delivery in KSA

Client: Regional client, KSA

A full event programme outside Egypt with regional vendor coordination, cross-border production and on-ground management.

WORKSHOP

Almera DaVinci Gourmet Masterclass

Client: Almera – DaVinci Gourmet

Interactive masterclass with mixing stations, live product demonstrations and guided training sessions.

CORPORATE

Petroflaire Corporate Event

Client: Petroflaire

End-to-end corporate event management covering production, guest experience and on-ground coordination.

TEAM BUILDING

Swift Team Building

Client: Swift

Team-building design, activities and guest experience management to strengthen cohesion and morale.

EXHIBITION

Cubic Hospitality Exhibition

Client: Cubic

Booth experience, exhibition management and engagement support for a stronger brand presence.

WHAT OUR CLIENTS SAY

Trusted by government bodies, international organizations and leading brands.



"Their professionalism from planning to implementation is beyond expectations... Sara's Advertising managed the Capacity Building through Urban Infrastructure Project's (a GLZ Egypt project) high-level closing event. It was a great success."

Nora Amin — Google review



"Their team is highly professional, reliable, and genuinely great to work with... Everything was delivered with quality and attention to detail."

Mich Goe — Google review



"One of the best companies I've dealt with. Great quality and always on time."

Sara Nageh — Google review



"The whole team was amazing and so friendly. The event was a success, as always."

Ashraquat Hussien — Google review

REQUEST A PROPOSAL

Send us the basics — we reply within 24 hours.

Event type	Conference, government/embassy event, gala dinner, launch, team building, workshop, HR or seasonal event
Date & location	City and venue (if confirmed) — Egypt, Saudi Arabia or MENA
Estimated guests	Number of attendees, VIPs and speakers
Budget range	Under EGP 250K · EGP 250K–500K · EGP 500K–1M · EGP 1M+ · To be confirmed
Brief & requirements	Objectives, audience, languages, protocol needs, media and registration requirements

Ready to plan your next event?

Free initial consultation · Dedicated account manager · Response within 24 hours

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