



Key Case Studies

Delivering Impactful Experiences

2024



BARN'S Employee Event



The Project

Organized and executed an employee event as part of Barn's 20 years of operations celebration

Key Mandates

Planned and managed Barn's event, including invitations, giveaways, and video production

Implemented creative ideas for the event

Handled all logistics for the event

Designed the event's layout and format taking place in two adjacent halls

Results

A successful event post-pandemic with all safety protocols and procedures in place and correctly followed

An event that catered to 100+ employees

Effective management of both halls with live broadcast for attendees who were unable to be there in-person

ADES

Arabia Launch



The Project

Planned, organized and executed the launch of ADES Arabia, a PIF-owned company in Saudi Arabia

Key Mandates

Organized launch event including key stakeholders from the government and the Saudi private sector

Helped to facilitate signing of agreements for ADES partners at the venue

Handled all design and production requirements for the event

Results

More than 250 guests attended the event, including key representatives from PIF, local and international banks, and government entities

Successfully organized signing sessions at the event between ADES Arabia and major banks

All production and A/V requirements for the event were delivered to a high standard

ECZA Annual Day



The Project

Managed and executed an employee event for ECZA, which centered around highlighting the Authority's enhanced corporate values

Key Mandates

Planned and managed the event, including team-building activities emphasizing ECZA's key values

Handled all logistics for the event

Oversaw the design and production of the event

Delivered all A/V requirements, including video production

Results

A highly successful event was delivered for ECZA and its valued staff

The impactful gathering included creative engagement activities for the 150 employees in attendance

GAMI Launch



The Project

Organized and managed official press conference announcing the launch of the General Authority for Military Industries (GAMI)

Key Mandates

Planned and managed GAMI's launch via press conference

Invited high-level government and military personnel to attend the event

Oversaw all design and logistics aspects of the event

Results

A successful event was delivered in accordance with the requirements of the prestigious organization

The comprehensive press conference emphasized GAMI's vision, mission and key objectives

GAMI licensed new companies to engage with Saudi Arabia's defense sector

Bahri Bollore Launch



The Project

Managed and executed the official launch event for the partnership between Bahri and Bollore

Key Mandates

Planned and managed the launch event

Oversaw all logistics for the event

Designed and created the format for the launch

Delivered all A/V requirements, including video production

Results

A successful event was delivered in accordance with the requirements of both Bahri and Bollore

The coordinated launch itinerary highlighted the mutual benefits of the partnership

More than 150 people attended the event, including international guests

Saudi Seasons Launch Events



The Project

Worked in collaboration with Saudi Seasons to plan and manage press conferences in Riyadh and Jeddah

Key Mandates

Planned, organized, and executed press conferences for the official launch of Jeddah Season, Riyadh Season, and the Jeddah World Fest events

Oversaw all A/V production and logistical requirements

Results

Executed more than ten press conferences for Saudi Seasons

Managed all logistics for international media personalities from MENA and other regions

Successfully supported the landmark Jeddah World Fest, the first international-level concert in the Kingdom, in terms of media logistics and international artist protocols

IDB PPP Forum



The Project

Planned, organized and executed IDB's first Public-Private Partnership Forum in Riyadh, Saudi Arabia

Key Mandates

Extensive planning and execution of the project including program development, speaker and moderator sourcing, delegate relations, event management, media relations, social media, and the design and production of artwork

Results

Four sessions conducted with 25 local and international speakers, as well as 200+ delegates in attendance from across MENA

Teaser video promoted online to achieve maximum reach

Website was successfully developed, including design and content

Live coverage of the conference was broadcast on YouTube

World-class production for the forum was effectively delivered

SDAIA

Global AI Summit



The Project

Manage and execute the press conference for the launch of SDAIA Global AI Summit, along with the media center management

Key Mandates

- Plan and Manage the press conference
- Handle all logistics for the event
- Design and production for press conference
- Manage and execute the media center for the Summit

Results

- Successfully managed two events in a span of 5 days, in accordance with the expectations of our client
- The media center managed to cater all media relations requirements for the summit

AMOUAGE

Collection Launch event



The Project

Managed and executed a perfume launch event for Amouage, highlighting the exclusive ingredients Amouage uses in its perfumes.

Key Mandates

- Planned and managed the event including logistics, decoration and key media invites
- Provided an immersive experience in the presentation area
- Specially curated menu infused with perfume notes used in Amouage perfumes
- Enhanced guest experience through decoration and branding

Results

- A highly engaging event was delivered for Amouage and its management team in collaboration with the Omani Embassy
- The impactful gathering included ambassadors, key influencers and media who experienced first hand the world of Amouage

TOYOTA

Dream Car Contest



Highlights

More than 50,000 entries received during the past 6 years

Support activities during the campaign include teacher workshops, mall activation, showroom promotion, and special events at orphanages

Saudi Arabia contestants reached the finals in the Japan in 2 of the 6 years

Experience

TRACCS has been managing the Dream Car Contest for 6 years now.

The Contest aims at encouraging students to expand their artistic capabilities

Expansion

During the past 3 years the program expanded to include other cities such as Madinah, Makkah, Abha, Taif, and Yanbu to give the program more reach

Scope of Work

The scope includes planning, budgeting, logistics, implementation, PR, supplier coordination, on the ground support, and event management

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