



# Where Saudi moments become *national memory.*

Corporate profile of MicroBand Events – a Saudi premium events, experiential, and event-technology company designing and operating the conferences, exhibitions, and government moments that define the Kingdom's calendar.



— A WORD FROM THE CHAIRMAN كلمة رئيس مجلس الإدارة

# We do not deliver events. We deliver the *moments* that shape a nation.

Saudi Arabia is in the middle of a generational transformation. Every forum, exhibition, and ceremony staged in the Kingdom today is a fragment of a much larger story – the story of Vision 2030 and a country that meets the world on its own terms.

MicroBand Events was built to serve that story. We bring together executive event operations, a technology-first command framework, and a creative studio that thinks like a national broadcaster – so that ministries, mega-organizers, and global partners have one accountable partner from the first brief to the final report.

This profile is an invitation. To trust us with what matters.

*Eng. Bandr*

**Bandr M. Alhdethe**

CHAIRMAN & CHIEF EXECUTIVE · MICROBAND

A Saudi event company  
built like a *technology firm*,  
operated like a *national broadcaster*,  
and delivered like a luxury house.

## 01 — Operations

### A single accountable owner

From concept to closing report, every workstream — protocol, production, digital, media, sponsors — sits under one integrated command structure. No vendor handoffs, no accountability gaps.

## 02 — Technology

### An engineering DNA

MicroBand Events is a service of an information-technology parent. Registration, QR access, dashboards, control-room telemetry — built in-house, owned end-to-end, hardened for ministerial scale.

## 03 — Sensibility

### A Saudi executive register

We design for the protocols, audiences, and aesthetic standards of the Kingdom's most senior rooms — and for the global cameras watching from outside them.

# Where we are going, *and how.*

الرؤية · الرسالة · القيم

## i.

### VISION

To be the Kingdom's most *trusted* partner for events of national consequence.

A Saudi house recognized — by ministries, mega-organizers and global partners — for delivering events whose execution is invisible and whose impact is unmistakable.

## ii.

### MISSION

To engineer events that *behave* like infrastructure.

Strategic planning, smart event technology, creative production and executive-grade operations — fused into one accountable delivery model that is measured, documented, and built to scale.

## iii.

### VALUES

- **Discretion.** The client's name comes before ours, every time.
- **Precision.** Saudi protocol is a craft. We treat it like one.
- **Engineering.** Systems before slides. Telemetry before theatre.
- **Aesthetic.** Less, but better. Every element earns its place.
- **Ownership.** One partner, one number, one accountability.

# Six reasons decision-makers *stop calling agencies* and start calling us.

06 DIFFERENTIATORS

*i.*

One integrated command, not a panel of vendors.

Planning, technology, production, media, and protocol delivered under a single operating framework with one accountable executive lead.

*ii.*

An engineering parent behind every event.

MicroBand's information-technology DNA gives us registration systems, dashboards, automation, and a smart-control mindset — out of the box.

*iii.*

Government-grade protocol fluency.

A standing playbook for ministerial, royal-court adjacent, and inter-government delegation events — flow, seating, briefings, security liaison.

*iv.*

A creative studio that thinks editorial.

Identity systems, content production, photography, video, and live coverage built to broadcast standard — not booth standard.

*v.*

Measurement built in, not bolted on.

Every event ships with a post-event analytics pack: attendance, engagement, media reach, sponsor value, and a closing executive report.

*vi.*

A scalable operating model.

A core executive team supported by a vetted bench of specialists — so an intimate ministerial dinner and a 20,000-seat national exhibition share the same operating standard.

// The best events feel inevitable.  
Everything that *should*  
happen, *does* —  
on time, without seam,  
and looking effortless.

— MICROBAND EVENTS · OPERATING DOCTRINE

*i.* Design the audience experience first.

Every decision — from invitation copy to stage geometry to badge stock — is reverse-engineered from how an attendee will feel walking in, sitting down, and leaving.

*ii.* Operate from a single control room.

Registration, access, media, dignitary movement, and stage cues are unified in one telemetry view. The event director sees one screen, not seven WhatsApp groups.

*iii.* Treat the camera as a primary guest.

Photography, video, and live coverage are designed into the run-of-show — not added at the end. The story leaves the room ready to be told.

*iv.* Close the loop in writing.

Every engagement ends with a documented executive report: what happened, what it cost, what it earned, and what we would do differently. Always.

# Four practices. *One operating model.*

INTEGRATED UNDER ONE EXECUTIVE LEAD

01

## Event Operations

Conferences & forums

Exhibitions & trade shows

Government ceremonies

Ministerial & diplomatic meetings

Brand activations

Awards & recognition galas

Workshops & closed sessions

Hybrid & virtual programs

Agenda & program management

Speaker & guest coordination

02

## Event Technology

Event microsites & landing pages

Smart registration platforms

VIP & VVIP approval workflows

QR access & badge systems

Real-time attendance dashboards

Interactive event maps

Hologram & immersive integrations

Smart control-room telemetry

WhatsApp & email automation

Post-event analytics pack

03

## Creative Production

Event identity & key visuals

Stage & LED content design

Brand activations & experiential

Booth concept & 3D fabrication

Printed collateral & reports

Signage, wayfinding & environmental

Social-first content systems

Motion graphics & animation

VIP gifting & protocol artefacts

Sponsor visual systems

04

## Media & Marketing

Media center operations

Press & broadcaster liaison

Photography & video direction

Live streaming & multicam

Event recap films

Social & digital campaigns

Pre-event awareness

Sponsor visibility management

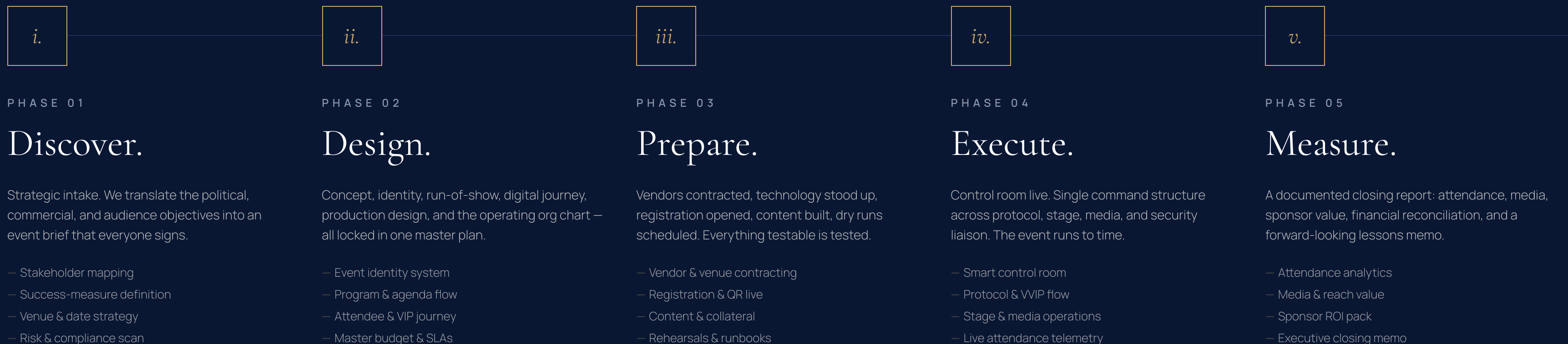
Reputation & risk monitoring

Post-event impact reporting

# From a brief to a closing report

## — *five governed phases.*

A REPEATABLE OPERATING MODEL



# An event that *behaves* like a product.

MicroBand's parent is a Saudi information-technology company. That heritage is the difference between an event that has a registration form and an event that has a system — a single architecture from microsite, to badge, to live control room, to executive closing report.

- 01 Event Microsite & Registration Built per event
- 02 VIP / VVIP Approval Workflows Tiered access
- 03 QR Access & Badge Issuance On-site & pre-print
- 04 Smart Control-Room Telemetry Real-time
- 05 WhatsApp & Email Automation Bilingual
- 06 Closing Analytics Pack Executive-grade



# A standing playbook for *every* *chair in the room.*

FOUR-TIER PROTOCOL MODEL

TIER 01 · APEX

## VVIP

كبار الشخصيات

- Royal-court adjacent & ministerial
- Dedicated arrival & departure corridor
- Private holding & majlis
- Liaison officer per guest
- Security & route coordination
- Personalised briefing pack

TIER 02

## VIP

شخصيات بارزة

- Senior officials & C-suite
- Fast-track arrival
- VIP holding lounge
- Reserved seating block
- Concierge handover
- Curated gifting

TIER 03

## Distinguished

ضيوف الشرف

- Speakers, sponsors & honoured guests
- Priority registration lane
- Dedicated host
- Briefed seating
- Media coordination
- Programme companion

TIER 04

## General

الحضور العام

- Registered attendees & delegates
- Smart QR access
- Wayfinding & hospitality
- Programme app
- Real-time announcements
- Post-event materials

### Pre-event

Confidential guest list curation, RSVP cadence, security & security-detail liaison, briefing packs, transport & accommodation choreography.

### On the day

Dedicated VVIP corridor, time-stamped arrival cues, majlis-style holding, stage call sequencing, and a named liaison officer per principal.

### Post-event

Thank-you sequence, curated gifting follow-through, ceremonial photography delivery, and a private executive memo to the host's office.

# An identity system, *not* a logo.

Every MicroBand event ships with a complete editorial system – visual identity, content architecture, stage design, photography direction, and an environmental graphic language that travels from registration desk to broadcast feed without breaking voice.

- |      |  |            |
|------|--|------------|
| i.   | Event identity & key-visual system     | STUDIO     |
| ii.  | Stage & LED content design             | PRODUCTION |
| iii. | Environmental & wayfinding graphics    | STUDIO     |
| iv.  | Booth concept & 3D fabrication         | BUILD      |
| v.   | Editorial print, reports, publications | STUDIO     |
| vi.  | Photography & recap film direction     | FILM       |
| vii. | VIP gifting & protocol artefacts       | BESPOKE    |





SELECTED ENGAGEMENT · GOVERNMENT & MEDIA

# Saudi Media *Forum*

منتدى الإعلام السعودي

A flagship national gathering of the Kingdom's media sector. MicroBand Events participated in organising the forum — agenda coordination, guest management, digital enablement, and on-ground operations alongside the principal organiser.

SCOPE Event organisation, guest & speaker coordination, digital registration, on-ground operations, media support.

SECTORS Government · Ministry of Media · National & international press corps.

2,500+  
DELEGATES MANAGED

120+  
SPEAKERS & PANELS

30+  
COUNTRIES REPRESENTED

SELECTED INDICATORS · FINAL FIGURES AVAILABLE ON REQUEST

SELECTED ENGAGEMENT · EDUCATION & NATIONAL TALENT

# Saudi *Skills* Competition

منافسة المهارات السعودية

A national skills competition spotlighting the Kingdom's technical and vocational talent. MicroBand Events delivered end-to-end event management — from venue choreography and competitor logistics to ceremony production and live coverage.

SCOPE End-to-end event management, competitor & guest logistics, stage & ceremony production, media & documentation.

SECTORS TVTC · National training authorities · Industry partners.

40+  
SKILL CATEGORIES

1,200+  
COMPETITORS & STAFF

05  
DAYS · LIVE OPERATIONS

SELECTED INDICATORS · FINAL FIGURES AVAILABLE ON REQUEST

2022





# Civil Defense *World Day* Exhibition

معرض اليوم العالمي للدفاع المدني

A national-day exhibition honouring the Kingdom's Civil Defense forces and their public-safety mandate. MicroBand Events participated in organising the exhibition – booth coordination, visitor flow, ceremonial protocol, and on-ground operations.

SCOPE Exhibition coordination, booth & floor management, ceremonial protocol, visitor flow, media coverage.

SECTORS Civil Defense · Ministry of Interior · Public-safety partners.

25+  
PARTICIPATING ENTITIES

10K+  
VISITORS OVER EVENT

100%  
PROTOCOL COMPLIANCE

SELECTED INDICATORS · FINAL FIGURES AVAILABLE ON REQUEST

2023

RIYADH · KSA

# Events are *infrastructure* for a transforming nation.

ALIGNED TO FOUR NATIONAL PROGRAMMES

*i.*

QUALITY OF LIFE PROGRAM

Cultural & civic moments that bring the Kingdom together.

National-day ceremonies, public exhibitions, awards, and civic moments that translate policy into shared public experience.

*ii.*

NATIONAL TRANSFORMATION

Government forums that move strategy to delivery.

Ministerial forums, cross-sector convenings and policy launches — engineered to convert national strategy into actionable, measurable outcomes.

*iii.*

HUMAN CAPABILITY

Skills, education & youth-facing events.

University ceremonies, vocational competitions, leadership programmes, and youth conferences supporting the Kingdom's human-capability agenda.

*iv.*

VIBRANT SOCIETY & TOURISM

Exhibitions & experiences that put KSA on the global map.

Trade shows, international exhibitions, and brand activations that turn the Kingdom into a destination for global business and audiences.

*"Every event we run is a small piece of national positioning — a measurable, photographable, exportable expression of where the Kingdom is going."*

MicroBand Events operates exclusively in service of Saudi government, education, and corporate clients whose events advance a Vision 2030 outcome. Our credentialing, compliance posture, and supplier vetting are tuned for that mandate.

# Nine years. *One hundred plus events.* One operating standard.

AS OF 2026

9+

YEARS OF EXECUTIVE DELIVERY

30+

CONFERENCES & FORUMS ORGANISED

15+

EXHIBITIONS & TRADE SHOWS DELIVERED

50+

WORKSHOPS & EXECUTIVE SESSIONS

## SECTOR 01

### Government & Public

Official ceremonies, ministerial forums, national exhibitions, and inter-government convenings requiring precision protocol, formal register, and documented chain-of-command.

Ministry of Media · Civil Defense · General Directorate of Traffic · TVTC · Public-sector partners

## SECTOR 02

### Education & Knowledge

University ceremonies, leadership programmes, graduation events, academic conferences, and engagements with the Kingdom's knowledge-sector consulting institutes.

Imam Mohammad Ibn Saud Islamic University · King Fahd Univ. of Petroleum & Minerals · King Abdullah Consulting Institute · King Salman Institute

## SECTOR 03

### Corporate & Exhibitions

Private-sector conferences, trade shows, brand activations, product launches and business meetings — delivered with the same operating standard as our government engagements.

Housing Exhibition · Thailand Food Window · AdWhats · Llumar · Fluorite · Private partners

# Let's design what comes *next*.

MicroBand Events takes a deliberately small number of executive engagements each year. If your event matters at a national or strategic level, we would be honoured to receive your brief.

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