COMPANY PROFILE
CORPORATE & PRIVATE EVENT MANAGEMENT SERVICES

SEBASTIEN MOROS
MANAGING PARTNER

WASEEM EL TANAHY
MANAGING PARTNER
Since its inception in 2009, Event Republic’s forte lies in delivering cutting-edge, professional, event management services.

Event Republic is a full service event management company which successfully delivers creative concepts, with high level engagement, production, and entertainment.

Event Republic has a wealth of experience organizing corporate & consumer events on behalf of its clients as well as flagship events of its own which are the highlight of the Cairene social calendar.

We organize events as varied as high profile parties with 1000+ attendees, to press conferences, charity fundraisers, and trade show exhibits.

Above all, we pride ourselves on commitment to professionalism, and delivering events with high production values, and creativity.
CORPORATE & PRIVATE EVENTS
- Product launches
- Award ceremonies
- Grand openings & gala dinners

VENUE OPERATION & MANAGEMENT
- Conceptualization
- Consulting
- Marketing & operations

INTERNATIONAL & LOCAL TALENT BOOKINGS
- Dj’s, vocalists, bands
- Performers
- Shows & permits

CREATIVE & DESIGN SERVICES
- Visual development
- 3d design
- Videography & photography

SOUND, LIGHTS & VISUAL EFFECTS
- Cutting edge sound & lighting equipment
- Veejay
- 3d projection & 3d mapping

PRINT & PRODUCTION
- Stage & free standing units
- Pavilions
- Signage & marketing collateral
EVENT REPUBLIC

CLIENTS

Fairmont Nile City
SAHL HASHEESH
Goethe-Institut
bites
FSC
SOUQ.com
Gianaclis
STELLA
Le Pacha 1901
ice watch
Heineken
cobone
PM
British American Tobacco
QUIKSILVER
Coca-Cola
Mount Sinai Hospital
Al Ahram Beverages Company

CREATIVE ENTERTAINMENT

INTERNATIONAL RESTAURANT GROUP
Media Republic is a full-service creative agency specializing in advertising, PR, events, and digital solutions. Founded in 2009, the company has grown to incorporate an impressive roster of local and international clients providing "through-the-line" concepts, communications, and activation.

Flux is Egypt’s premier Plexiglass supplier and has been subcontracted production of plexi, wood, and other materials on some of the biggest hospitality, entertainment, and governmental projects in Egypt.

Cairo360.com is Egypt’s leading guide to living in Cairo. A website with hundreds of thousands of monthly users, it’s the number one online magazine for restaurants, shopping, arts & culture, and much more.

Bright Creations is a software solutions provider specializing in customized and high-quality solutions serving clients in Europe, North America and MENA. Offerings include custom applications development, web design and development, business consulting and outsourcing.

CairoGossip.com is a AAA resource for all the high society news happening in Egypt’s capital. The site gets the inside story on Cairo’s top parties, restaurant openings, and event well ahead of any public announcement making it the exclusive voice of Cairo.
SINCE IT’S INCEPTION IN JANUARY 2009, EVENT REPUBLIC HAS CONSISTENTLY DELIVERED HIGH QUALITY EVENTS FOR CLIENTS AND CONSUMERS ALIKE. SOME OF OUR HIGHLIGHTS INCLUDE:

**FLAGSHIP EVENTS**

- Mar ’09  The 1st Annual School Disco: Student Aid
- Mar ’10  The 2nd Annual School Disco: Student Aid
- Sept ’10  Party in my shorts
- May ’11  Hey la hop
- Feb - Sept ’12  O Bar consultancy, Fairmont Nile City
- Mar ’12  The 3rd Annual School Disco: Student Aid
- May ’12  Fitty Piaster
- Oct - Dec ’12  FFWD (Fast Forward): series of events
- May ’13  #Play
- June ’13  Summer By The River
- Jul - Aug ’13  Wahawi Ramadan Lounge

**CORPORATE EVENTS**

- Jun ’11 - Jun ’12  “In the Cities” series (Summer/ Fall / Spring / Summer) Fairmont Nile City
- Sept ’11  Sahl Hasheesh Technicilor Summer, Egyptian Resorts Company
- Nov ’11  Stella Presents gold awards, Al Ahram Beverages Company
- Nov ’11  British American Tobacco End of Year Sales Awards, Dusit Thani
- Feb ‘12  O Bar Opening, Fairmont Nile City
- Feb - Sept ’12  O Bar Consultancy, Fairmont Nile City
- Oct - Nov ’12  Vailmont Moments, Al Ahram Beverages Company, series of events
- Nov ’12  Omar Khayyam Culture Festival, Al Ahram Beverages Company
- Feb - Mar ’13  Heineken 140 Years Young, series of events
- Apr ’13  Omar Khayyam Culture Tour
PORTFOLIO OF EVENTS
PORTFOLIO OF EVENTS

BRITISH AMERICAN TOBACCO

DUSIT THANI

Brief: transform a venue for an end of year award ceremony for over 1000 staff with a concept that appeals to everyone from the CEO to the factory workers.

Concept: event republic executed a best of Egypt theme for the award ceremony complete with traditional Egyptian “Moolid” games, entertainment by Dina, adaweya, hossam hosni & Hamdi batchan. The entertainment culminated in a personal zaffa for the salesman of the year who won a car that was the central focus of the event setup.
PORTFOLIO OF EVENTS

SCHOOL DISCO

FIRST MALL

Brief: as part of event republic’s effort to give back to the community, school disco is an annual charity event held in various locations throughout Cairo. 100% of ticket sales & sponsorship went to the charity “asalga al taleb”, a local charity promoting and purveying education for children unable to attend classes due to economic reasons.

Concept: as the third installment of school disco, last year’s event included up and coming dj fta, dj amr hosny and snap! as special guest stars. Snap! Were unannounced and were a surprise to thank guests for attending. As a 90’s revival event, guests were invited to come dressed in school uniforms and the music and décor theme were centered around the 90’s.
PORTFOLIO OF EVENTS
SCHOOL DISCO
PORTFOLIO OF EVENTS

STELLA PRESENTS “24 KARATS”

Brief: after winning a gold award for excellence, stella (al ahram beverages) decided to celebrate. the concept was to raise awareness of the quality of the product and the fact that they had won a gold award. the event catered to a+ listers and took place at the nile maxim boat in zamalek.

Concept: centering everything around stella and the gold award, the color scheme was blue and gold. the venue was decorated in fabrics, led displays was used as a massive bar unit as well as a dj booth. the screens displayed a custom made “stella” video. the invitation concept was a miniature version of the stella gold award. the peak of the night included a “stella moment” which included a light show as well as fireworks.

giveaways included stella branded cufflinks for the men and stella branded rings for the women.
PORTFOLIO OF EVENTS

STELLA PRESENTS “24 KARATS”
PORTFOLIO OF EVENTS

O BAR OPENING

FAIRMONT NILE CITY – O BAR

Brief: After an unsuccessful launch, o bar was shut down for three years and put aside by the Fairmont Nile City. Having decided to relaunch, the idea was to shed off the negative preconception of the opening night and reposition o bar as a permanent fixture on the Egyptian nightlife scene.

Concept: The relaunch of the obar took place on social media before the actual opening, with a very limited number of invitations and only the top movers and shakers invited. Facebook and Twitter were ablaze with buzz. A teaser video was leaked 2 weeks before the event as the physical invitations started going out, the bar was repositioned as a high energy venue with 2 concept nights to start.
PORTFOLIO OF EVENTS

O BAR OPENING
PORTFOLIO OF EVENTS
OMAR KHAYYAM CULTURE FESTIVAL

Brief: Al ahram beverages approached event republic to come up with a concept for Omar Khayyam as an authentic egyptian wine.

Concept: We created a concept to position Omar Khayyam as the wine of choice for a sophisticated artistic crowd. The event incorporated all facets of egyptian culture and heritage. The annual Omar Khayyam culture festival was born, with a wide variety of musicians, visual artists, poets and traditional food all set in a quintessentially Egyptian venue (darb 1718).

The day event spanned from 1 pm to 10 pm, with a variety of musicians and acts following each other.
PORTFOLIO OF EVENTS
OMAR KHAYYAM CULTURE FESTIVAL
**PORTFOLIO OF EVENTS**

**HEINEKEN 140 YEARS YOUNG**

---

**TAMARAI AND VARIOUS VENUES**

**Brief:** Celebrating their 140-year anniversary, Heineken approached Event Republic to create a series of events highlighting the different key eras in their existence. Notable eras included Paris 1889 where they won a gold award, Amsterdam 1931 where Heineken was born, Heineken World bringing people together for 140 years and Heineken Future in the prospect of another 140 years of success.

**Concept:** Three events were tailor-made for Heineken, each concentrating on a particular era. The "Paris" (which took place on the roof bar) event included entertainment such as can can dancers, the Amsterdam event (which took place on the Blue Nile boat) included entertainment such as burlesque dancers and the grand finale event (which took place in Tamarai) included a variety of shows such as a UV show and a saxophone player as well as multiple DJs. The series finale’s high point was a performance from international superstar Tara McDonald set on a custom built stage amidst a crowd of Cairo’s top a-listers. Each event included giveaways linked to one particular era, with ushers dressed up accordingly.
PORTFOLIO OF EVENTS

TECHNICOLOR SUMMER

SAHL HASHEESH
RED SEA, EGYPT

Brief: in an effort to increase footfall in Sahl Hasheesh, ERC approached Event Republic for an Eid beach concept. The idea was to push Egyptians holidaying in Gouna and Hurghada to head to Sahl Hasheesh.

Concept: The “Technicolor Summer” concept was created in an effort to differentiate the Sahl Hasheesh event from other beach events. Indeed, splashes of color were incorporated in all the master visuals and on the beach setup. As an afternoon beach event, the music selection was tailor-made to suit the mood of the event: during the afternoon the music was more funky and low beats with a gradual increase as the day progressed into night time. With two of Egypt’s top DJs (Amr Hosny and Tito), saxophone player & fire spinners, attendees were kept on their toes.

SAHL HASHEESH
RED SEA, EGYPT

Brief: in an effort to increase footfall in Sahl Hasheesh, ERC approached Event Republic for an Eid beach concept. The idea was to push Egyptians holidaying in Gouna and Hurghada to head to Sahl Hasheesh.

Concept: The “Technicolor Summer” concept was created in an effort to differentiate the Sahl Hasheesh event from other beach events. Indeed, splashes of color were incorporated in all the master visuals and on the beach setup. As an afternoon beach event, the music selection was tailor-made to suit the mood of the event: during the afternoon the music was more funky and low beats with a gradual increase as the day progressed into night time. With two of Egypt’s top DJs (Amr Hosny and Tito), saxophone player & fire spinners, attendees were kept on their toes.
PORTFOLIO OF EVENTS

TECHNICOLOR SUMMER
LOCAL & INTERNATIONAL TALENT
SPECIAL APPEARANCES
RECENT INTERNATIONAL TALENTS

SNAP!
TARA MCDONALD
SPECIAL APPEARANCES

CUSTOM SHOWS & PERFORMERS

DAVID JAMES

CANCAN DANCERS

UV SHOWS

BURLESQUE DANCERS
SPECIAL APPEARANCES

RECENT LOCAL TALENTS

- MASSAR EGBAR
- ASHARA GHARBY
- EL DOR EL AWWAL
- SALALEM
EVENT REPUBLIC
VARIOUS EVENTS
EVENT REPUBLIC
VARIOUS EVENTS
EVENT REPUBLIC
VARIOUS EVENTS