

search... 

- HOME
- EVENTS PEOPLE
- COMPANIES
- NEWS
- SUPPLIERS
- FORUMS
- CALENDAR
- MEMBERS LIST
- CONTACT US

Sign In

Username

Password

Remember Me

[Lost Password?](#)

No Account Yet? [Create an account](#)

Parveen De Sa

The events industry is fast paced and unique in the Middle East countries. The Middle East and particularly Dubai is a global community where people from all cultures mingle with one another everyday. This week we got a chance to sit down with a Dubai Veteran, someone who has first hand experienced the rapid changes in the environment. Parveen De Sa tells us about the Middle East Events Industry.

How long you been in Dubai?

A combined 27 years! I was born and raised here, moved away, then back about eight years ago.

Where you from originally?

Goa, India, but grew up in the U.A.E. and the United States.

What is your role at Concept World?

I oversee the marketing and also assist on event conceptualization and production.



What kind of events does Concept World organize?

We love the diverse nature of the special events industry, so we try not to limit ourselves to just one style of event. That's because our team has extensive events experience - from producing high-end corporate events, such as launch ceremonies, MICE activities, and multimedia events, to developing more consumer-based events such as campaign road shows, specialty entertainment, and large-scale activities for festivals and malls. As a bespoke events planning agency, we oversee the many, many elements that go into making an event a success, including event branding, venue consultancy, design, décor and technical production.

What do you think is your most successful event?

Since we work with various types of projects, each project is produced differently - all have a unique style that contribute to its success, so it wouldn't be fair to pick just one event. In one month alone, we produced a tri-Emirate weekend quiz show, a gala Investor's Summit for an overseas client, and provided destination management services for an international conference taking place in Dubai - all three very successful events, in their own right!

How long have you been involved in the events industry?

For over ten years, organizing events within Dubai and the United States.

How did you first get interested in the events industry?

I think I was born with a flair for organising events! From organizing my high school prom at the age of 16, to producing a spectacular laser ceremony to launch a GCC airline's new livery, I've come quite a long way.

What do you think the future of event and entertainment business in the Middle East region?

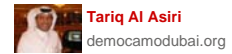
The region is thriving, international interest and investment is growing, and undoubtedly, this is where it's all happening right now. Although the current financial crisis has had some negative impact on the industry, overall, it is growing at such a rapid pace, it's hard to keep up with everything that happens here on a daily basis - exhibitions, conferences, openings, special events, concerts, and so on. It's definitely a very exciting time for anyone involved in the events and entertainment industry.

What makes Concept World different from other event management companies in Dubai?

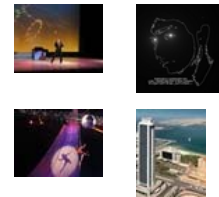
I could sit here and give you the usual industry blurb that every agency churns out, but that won't make Concept World Events unique. What makes us special is the CWE Team - comprised of the creative, the logistical, the communicator, the brand-lover, the planner, the fashionista, and the Jacks & Janes-of-all-trades. Each of them have a wealth of experience, an unrelenting passion for special events and the desire to stylize every proposal with solutions they feel would best meet the event objectives. We consider ourselves market innovators because we're constantly producing captivating and brand-focused events, with new and innovative event solutions and technology from around the world. We're just nice people producing some really nice events!

Do you have any advice for young executives approaching a career in events management?

Featured Member



Gallery Images



Gossip Seekers

No Users Online
 Guests: 12

Latest Jobs

Sales Manager-Exhibitions
 Event Manager-esp
 international

Events Calendar

January 2009						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

[Post New Event](#)

Newsletter


Events News


Name

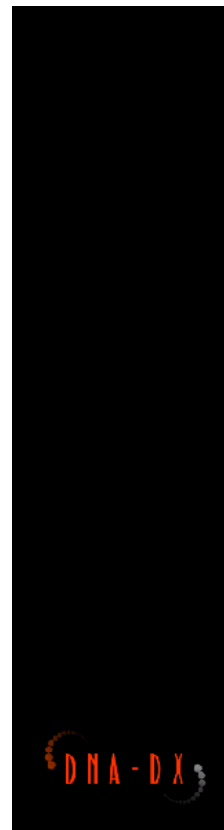
E-mail

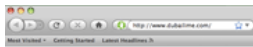
Receive HTML?

Who Moved Where

 **Iyadrasbey** has moved from Wide Solutions to Wide Solutions The Events Management Company

 **Vanessaandel** has moved from Nicholas Publishing International to sourceme events directory





If you're looking for a 9-to-5 desk job, don't bother! This is a 24-7 job, but a great industry for young people - it's fast-paced and energetic, you meet a lot of people from all over the world, every project is different, and you get to travel as part of the events team. But, most of all, there is nothing more gratifying than seeing all the hard work and late nights come together in a single, seamlessly-produced, successful event. To us event professionals, the end truly does crown the work.

What is the best way for potential clients to contact you?

We are online at www.conceptworld.ae, via (04) 266-4385, or email info@conceptworld.ae



[Email This](#) [Bookmark](#)

Comments (0)

[Show/Hide comments](#)

Write comment

You must be logged in to post a comment. Please register if you do not have an account yet.

[< Prev](#) [Next >](#)

Events People In The Middle East.

If you are in the events industry and a member of the Events Gossip community we are always looking for interesting characters to interview. Our criteria is simple, you should be a person in the events industry in Dubai or any other country in the Middle East and you should be willing to be interviewed. We will do the rest - [just contact us](#).

[If you are a company and want to be featured you should click here.](#)

Katrina



With the Middle East art market quickly picking up pace, dealers and auction houses are heading for...

[Read More](#)

Tarane Ali Khan



Dubai has always been the cultural hub of the Middle East region. International and local artists...

[Read More](#)

Dave Crane



The Dubai Industry has its own stars. Dave Crane is a motivational star for many in Dubai. He has...

[Read More](#)

Tyler Tojo



The Events Industry has no age boundaries. We see entertainers who are young and their skill level...

[Read More](#)

Tristan



The Dubai Events Market is dynamic and fast paced. The population demands for something out of the...

[Read More](#)

Parveen De Sa



The events industry is fast paced and unique in the Middle East countries. The Middle East and...

[Read More](#)

Holly Major



With community events gaining popularity in the Middle East region we have seen smaller events...

[Read More](#)

Dick Franco



The Events Industry is all about bridging gaps. International entertainers are now entering the...

[Read More](#)

The Meerkats



The Meerkats are Ben Jones and Ashley Adams both from the south of England but currently living in...

[Read More](#)

Rachel Greenwood



The Events Industry of Dubai is booming. With Event Companies focusing on entertainments and...

[Read More](#)

SIAN Dubai - Donna



Event Management and

Mahmoud Kaabour



Dubai-based documentary