

2004

**CRAFTING LEGACIES
THROUGH EXTRAORDINARY EXPERIENCES**

2025

LINKVIVA

ABOUT
LINKVIVA

LINKVIVA

WHO WE ARE

WHERE LEGACIES BEGIN

With two decades of expertise, we seamlessly blend strategy and creativity to deliver unforgettable experiences, where each event is a crafted masterpiece.

LN<VIVA



OUR STORY

Our vision extends beyond the immediate thrill of the event to leave a lasting imprint that propels our clients into the future

SHOWCASE OF SUCCESS

20 years of turning ambitious visions into unforgettable realities.

Each event is a canvas, painted with the bold strokes of creativity and innovation that define our spirit.

Through our offices in **Dubai** and **Abu Dhabi** to **London** and **Riyadh** we've:

DELIVERED

1,000+

EVENTS

ATTRACTED

5M+

FOOTFALL

SERVED

75

CLIENTS

RECEIVED

22

AWARDS

REGISTERED

8

GUINNESS
RECORDS

20

YEARS IN
BUSINESS

OUR
SERVICES

LINKVIVA

WHAT WE DO

**FAMILY
FESTIVALS**



**SPORTS
MEGA EVENTS**



**CITY
SEASONAL SHOWS**



CRAFTING MORE THAN EVENTS

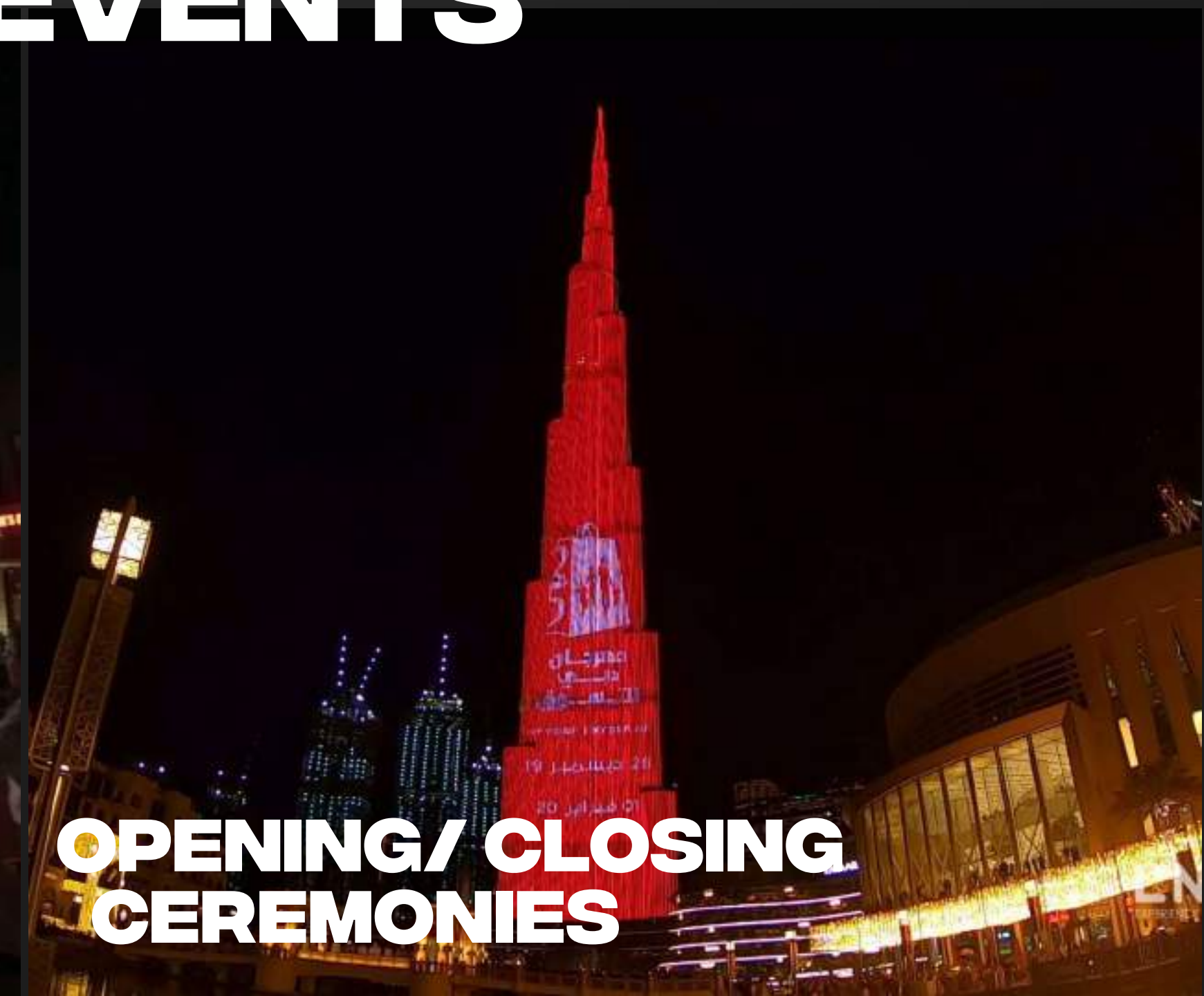
**GLOBAL INFLUENCE
CONFERENCES**



**DESTINATIONS
ACTIVATIONS**



**OPENING/ CLOSING
CEREMONIES**



OUR VALUE
PROPOSITION

LINKVIVA

HOW WE DO IT



LOCALLY STRATEGIC

Possessing the right local insights to develop spot on strategies.



GLOBALLY CREATIVE

Strategies are brought to life through world class award-winning creative ideas.



THOROUGHLY HOLISTIC

Locally-inspired strategies and world-class ideas materialize on-ground experiences with scale & holistic execution.



STRATEGICALLY INNOVATIVE

Harnessing the brilliance of art & the precision of technology to craft immersive experiences that transcend expectations.

OUR APPROACH TO CRAFTING EVENTS

CREATIVE
STRATEGY



SPATIAL
DESIGN



EXPERIENTIAL
DESIGN



GRAPHIC
DESIGN
ART DIRECTION



CONTENT
CREATION



BRANDING

INTERIOR
DESIGN



PHOTOGRAPHY,
VIDEOGRAPHY,
ANIMATION

CREATIVE SERVICES

TRAFFIC
MANAGEMENT



VENUE
SOURCING &
MANAGEMENT



TEMPORARY
STRUCTURES



F & B

SECURITY &
PROTOCOL



AV, STAGING &
FABRICATION



PERMITS &
PERMISSIONS



HOSTESSES

WAYFINDING
PLANNING



ENTERTAINMENT



SPONSORSHIP
& SPONSOR
ACTIVATION



TICKETING

PROGRAMMING



HEALTH &
SAFETY



OPERATIONAL SERVICES

ROBOTICS



MULTI-SENSORY
EXPERIENCES



SYNCHRONIZED
AV



DRONE SHOW
PRODUCTION



INTERACTIVE
EXPERIENCES



3D
PROJECTIONS



GENERATIVE
AI



AUGMENTED
REALITY



MOTION
TRACKING
TECHNOLOGY



DATA
VISUALIZATION
& CREATIVE
CODING

ART + TECH

DIGITAL &
PERFORMANCE
MARKETING



COMMUNITY
OUTREACH



INFLUENCER
MARKETING

ADVERTISING &
MEDIA BUYING



PR &
COMMUNICATIONS



CREATIVE &
DESIGN
SERVICES



LEAD
GENERATION &
CUSTOMER
ACQUISITION



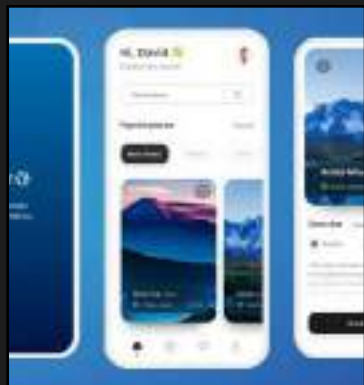
WEBSITE, APP
DEVELOPMENT &
SEO



MARKETING
STRATEGY &
CONSULTATION



CREATIVE
CAMPAIGN
MANAGEMENT



MARKETING SERVICES

OUR
CLIENTS

LINKVIVA

WHO WE DO IT FOR

WE'VE
HONED OUR
EXPERTISE
TO SERVICE
FOUR
DISTINCT
SECTORS

TOURISM

LOCAL & INTERNATIONAL



ENTERTAINMENT



ART & TECHNOLOGY

DESTINATIONS

REAL ESTATE



WELLNESS



SPORTS

LINKVIVA

TRUSTED
BY
LEADERS

TOURISM (LOCAL AND INBOUND)

experience
abu dhabi

دبي
للاقتصاد والسياحة
Economy and Tourism

ENTERTAINMENT (ART AND TECHNOLOGY)

alserkal

DUBAI OPERA
EMAAR

متحف المستقبل
MUSEUM OF THE FUTURE

مؤسسة دبي للمستقبل
DUBAI FUTURE FOUNDATION

WELLNESS (SPORTS)

الهيئة العامة للرياضة
General Authority of Sports

DUBAI
RIDE
PRESENTED BY
DP WORLD

DUBAI
RUN
Presented By
Mai Dubai

دبي
30x30

SPORTS FOR ALL
الرياضة للجميع

وزارة الرياضة
Ministry of Sport

DESTINATIONS (REAL ESTATE)

ALDAR

EMAAR

DUBAI
HOLDING

NAKHEEL
Community Management

Al-Futtaim

ميراس MERAAS

AMONGST OTHER **GOVERNMENT & SEMI-GOVERNMENT** ENTITIES THAT WE WORK WITH

دائرة البلديات والنقل
DEPARTMENT OF MUNICIPALITIES
AND TRANSPORT
بلدية مدينة أبوظبي
ABU DHABI CITY MUNICIPALITY

المجلس التنفيذي
THE EXECUTIVE COUNCIL

UNITED ARAB EMIRATES
PRIME MINISTER OFFICE

EXPO
2020
DUBAI
UAE

OUR IPS &
PARTNERS

L'N<VIVA

HOW WE EVOLVE

LNK VIVA

artspace.
design & events



OUR PARTNERS

Artspace Design & Events, is a creative design studio specializing in bespoke event experiences. With a mission to deliver high-quality, value-driven events, their services encompass creative design and concept direction, event styling, floral styling, art installations, and comprehensive project management.



KAYAN WELLNESS FESTIVAL

Kayan Wellness Festival is the region's first-of-its-kind wellness festival, uniting world-class experts, transformative healing experiences, movement workshops, and mindfulness practices in an annual gathering for wellness enthusiasts.

[Click here for the link](#)



OUR **UNIQUE** IPS

FESTIVAL X

ARTS ■ TECHNOLOGY ■ SCIENCE

FESTIVAL X

Festival X, in collaboration with Arts Electronica, explores the unique cultural intersection of the UAE through contemporary media art. It uses innovative artistic expression and technology to bridge the gap between tradition and modernity, addressing pressing global challenges like sustainability and coexistence.

[Click here for the link](#)



STREATS OF KOREA

Streats of Korea is a vibrant festival celebrating the essence of Korean street-food, culture, and entertainment. Our vision for this IP is to transform it into a chain of festivals that bring diverse world cultures to Abu Dhabi, fostering a global celebration of flavors, traditions, and entertainment.



OUR UNIQUE IPS

L'N<VIVA

REGION'S FIRST OF ITS KIND WELLNESS FESTIVAL

K
WE



KAYAN
WELLNESS FESTIVAL



FAMILY FESTIVALS | DCT ABU DHABI

REGION'S FIRST OF ITS KIND WELLNESS FESTIVAL

Kayan Wellness Festival is the region's first-of-its-kind wellness festival, a unique IP created by LINKVIVA in collaboration with DCT Abu Dhabi. Uniting world-class experts, transformative healing experiences, movement workshops, and mindfulness practices in an annual gathering for wellness enthusiasts.

Challenges

Establish a holistic platform to drive significant footfall for a pilot wellness event with no historical data through strategic marketing and collaboration.

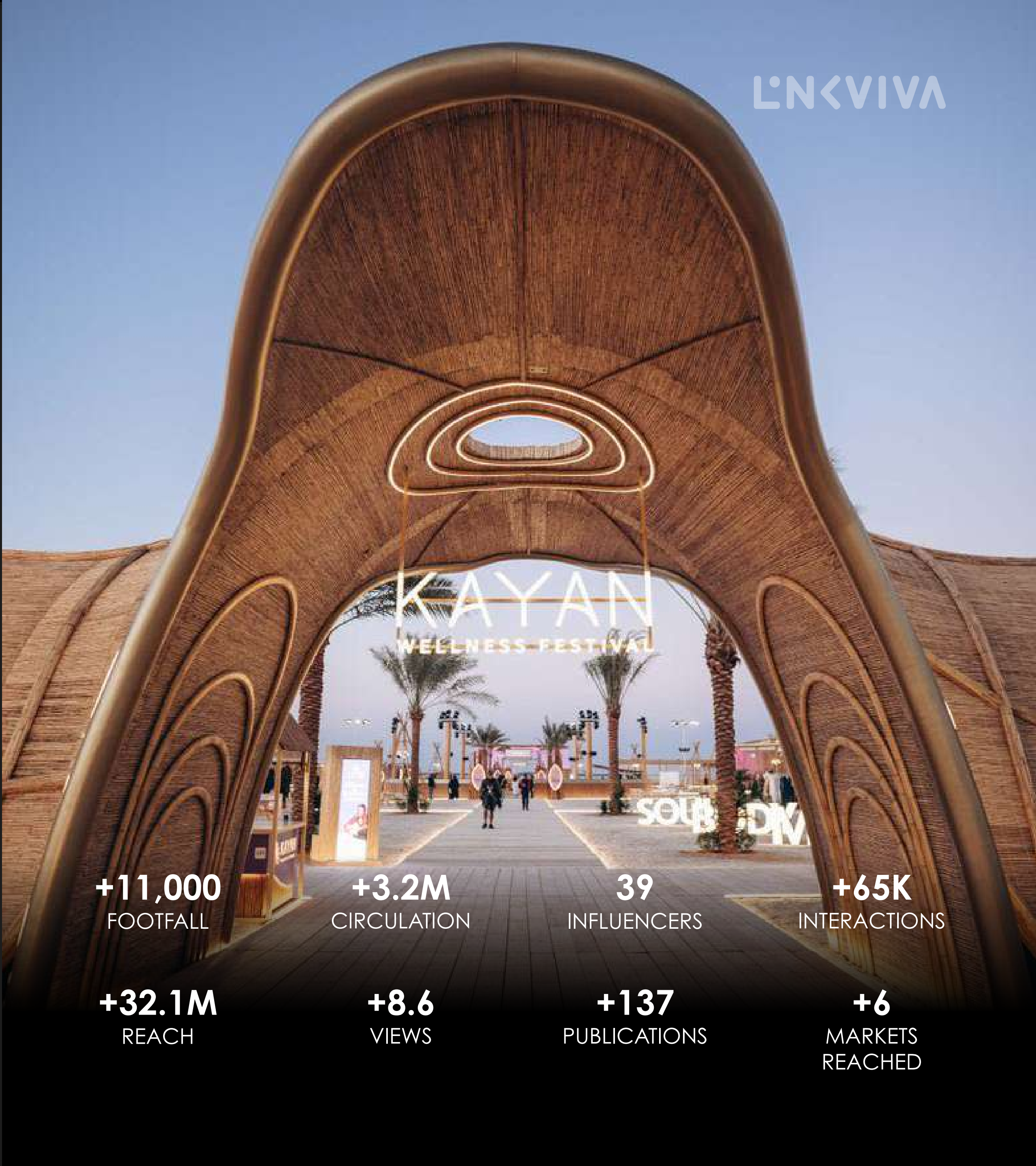
Solution & Results

Immersive wellness experience | Redefining holistic well-being and its practices.

Strategic partnerships | Collaborated with influencers, global wellness experts & partners ensuring a high-impact experience.

Seamless flow | Implemented a clear and guided wellness-inspired visitor journey.

Project showreel
[Click here for the link](#)



+11,000
FOOTFALL

+3.2M
CIRCULATION

39
INFLUENCERS

+65K
INTERACTIONS

+32.1M
REACH

+8.6
VIEWS

+137
PUBLICATIONS

+6
MARKETS
REACHED



“

Dear Kayan Family,

Thank you so much for creating such a beautiful, special and truly magical three days. I had the most wonderful time meeting the most fabulous people and I truly appreciate all the effort you put in. From the delicious snacks in the green room to the blankets provided at night to the kind and amazing helper's it was all noted and very much appreciated. I loved every minute and feel a little bereft today that it's over but I know it's not an ending it's a beginning and I hope to be there next year with you all. You asked for one word to sum it up - mine is WOW.

Sending you so much love and gratitude.

'Speaker – The Mind'



LINKVIVA

WHERE TRADITION MEETS MODERN EXCITEMENT



قرية ليوا
Liwa Village

FAMILY FESTIVALS | DCT ABU DHABI

WHERE TRADITION MEETS MODERN
EXCITEMENT

Liwa Village is where tradition meets modern excitement. Nestled in the breathtaking Liwa Desert, this annual celebration invites you to explore six vibrant zones, each brimming with adventure, culture, and culinary delights.

Challenges

Delivering immersive cultural experiences and world-class entertainment in a remote destination.

Crafting to engage locals and expats, strategically positioning for regional impact and global expansion.

Solution & Results

Modular innovation | Adaptive, cutting-edge infrastructure.

Sustainability excellence | Future-ready eco-forward solutions and green practices.

Record-breaking footfall | 30% bigger, 300% better!

Project Showreel
[Click here for the link](#)



+224,500 FOOTFALL	+130% TICKET REVENUE	+20% SOLAR POWERED	+276M REACH
+22M ENGAGEMENT	+70 RETAIL / F&B PARTNERS	90% SATISFACTION RATE	+57 PARTNERS



UAE & CHINA 40TH BILATERAL CELEBRATION



NATIONAL PROJECTS

OFFICE

المشروع الوطني

CEREMONIES | NATIONAL PROJECTS OFFICE

UAE & CHINA 40TH BILATERAL
CELEBRATION

A commemorative event celebrating 40 years of the UAE China bilateral agreement, featuring cultural exchanges, activations, workshops, authentic performances, retail, and F&B, thereby highlighting the rich heritage of both nations.

Challenges

Meticulously planning and executing a high-profile event that honored the UAE-China relationship required cultural sensitivity and seamless coordination.

Solution & Results

Rapid execution | Delivered in record time.

Agile planning | Adapted swiftly to shifting project requirements while preserving the event vision.

Cultural authenticity | Curated immersive experiences that paid tribute to both nations' rich heritage and values.

Project showreel
[Click here for the link](#)



713M
REACH

30.7M
IMPRESSIONS

3.97M
ENGAGEMENTS

1K
CIRCULATION



A NEO-VINTAGE EXTRAVAGANZA IN DUBAI

M O T B

EMARAT
CAR WASH

FESTIVALS | DET

A NEO-VINTAGE EXTRAVAGANZA IN DUBAI

Now in its 7th consecutive year under our management, e& MOTB remains a flagship event of Dubai Shopping Festival (DSF). As part of DSF's 30th anniversary, the 12th edition returned with a Vibrant Neo-Vintage theme, blending fashion, food, and entertainment.

Challenges

Evolving the festival's experience to keep it fresh, attracting a diverse mix of global and local brands while maintaining exclusivity and enhancing food and entertainment offerings for a wider demographic.

Solution & Results

Retail & brand activations | 65+ independent and international brands showcased exclusive collections.

Culinary experiences | Curated selection of 26+ food vendors and global food debuts drew massive crowds.

Entertainment & activities | Saint Levant & Naïka headlined while interactive zones and workshops kept audiences engaged.

+197K
VISITORS

10 DAYS
OF FESTIVAL
EXCITEMENT

+22M
SOCIAL MEDIA
ENGAGEMENT

90%
VISITOR
ENGAGEMENT





LNK VIVA

THE WORLD'S LARGEST RUN



DUBAI
RUN

Presented By

Mai Dubai
water is life

SPORTS EVENTS | DUBAI ECONOMY & TOURISM

THE WORLD'S LARGEST RUN

Dubai Run is the world's largest fun run, transforming Sheikh Zayed Road into a massive running track where thousands participate in 5km and 10km routes as part of the Dubai Fitness Challenge.

Challenges

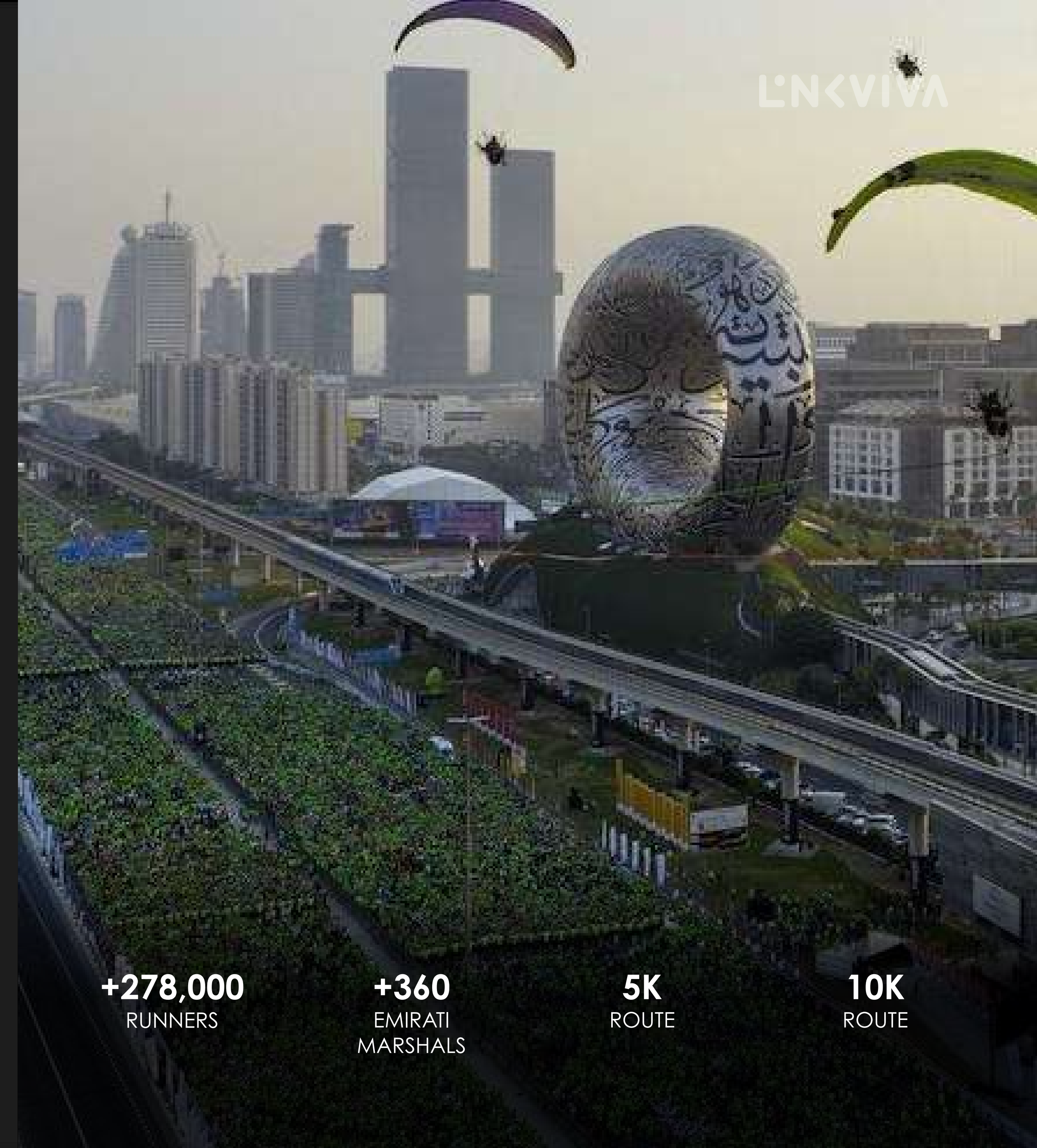
Creating an engaging, inclusive, high-energy experience that showcases Dubai's dynamic energy, whilst balancing road closures and safety measures.

Solution & Results

Never Before Expansion | Capacity increased with RTA, Dubai Police and Emaar support.

Heightened Entertainment | Creating a new brand of festival atmosphere for runners and viewers.

Star Appearance | A special guest appearance from Jason Derulo, thrilling guests and elevating the event – unforgettable!



+278,000
RUNNERS

+360
EMIRATI
MARSHALS

5K
ROUTE

10K
ROUTE



REGION'S LARGEST COMMUNITY CYCLING EVENT

DUBAI
RIDE
PRESENTED BY
DP WORLD



REGION'S LARGEST COMMUNITY CYCLING EVENT

Dubai Ride is the region's largest community cycling event, celebrating its fifth year with full turnkey delivery, including sponsor activation, route planning, and stakeholder coordination.

Challenges

Re-engaging past participants while attracting new riders, continuously innovating the event format with seamless logistics delivering an inclusive yet thrilling cycling experience.

Solution & Results

Enhanced Experience | Exciting new elements and entertainment - creating an unforgettable route.

Crafting Competitive Edge | 'Speed Lap' - an exhilarating opportunity for participants to push their limits.

Deeper Engagement | Blending competition and community creating a dynamic movement.



ENKVIVA

+37,000
CYCLISTS

+360
EMIRATI
MARSHALS

5TH
YEAR



REGION'S LEADING HEALTHCARE MILESTONE CELEBRATION



كليفلاند كلينك أبوظبي
Cleveland Clinic Abu Dhabi

Brought to you by Mubadala

HEALTHCARE EVENTS | CLEVELAND CLINIC ABU DHABI

10-YEAR ANNIVERSARY CELEBRATION

Cleveland Clinic Abu Dhabi marked a decade of excellence with a dual-event celebration produced and delivered by LINKVIVA. With one event honoring 6,000 caregivers at Um Al Emarat Park and another hosting 254 distinguished VIPs and VVIPs at the Mandarin Oriental, Emirates Palace, the occasion blended gratitude, immersive experiences, and operational excellence.

Challenges

The project faced a tight turnaround, causing delays in supplier coordination and permits. Catering for 6,000 guests and managing crowd flow was challenging, while the VIP event saw late guest list changes and humidity issues affecting outdoor seating.

Solution & Results

Agile Execution | Fast-tracked supplier onboarding and reinforced housekeeping ensured smooth delivery under tight timelines.

Enhanced Guest Experience | Ushers managed crowd flow, and VVIP seating was replaced and protected until arrival.

Impactful Celebration | Engaging activations, heartfelt speeches, and a stunning drone show left a lasting impression.



+5196
CAREGIVERS

+254
VIPS

2
EVENTS



**THE ART OF
LEGACY-BUILDING,
WHERE EACH
EVENT IS A
CRAFTED
MASTERPIECE**

2004

2025

LNK VIVA