



NEMER JREIGE

PROJECTS & EVENTS DIRECTOR
LUXURY, CULTURAL & DESTINATION EXPERIENCES



STRATEGY



HERITAGE



LUXURY



DESTINATIONS



EXPERIENCES

1001
SEASONS OF
ELIE SAAB



Strategic Programs, Cultural Engagement & Experiential Leadership

Senior Programs and Strategic Activations Leader with 15+ years of experience delivering large-scale cultural, diplomatic, luxury, governmental, and public engagement initiatives across the Middle East, Europe, and Asia. Specialized in destination experiences, institutional partnerships, stakeholder engagement, operational leadership, and high-impact experiential storytelling

01 - The 1001 Seasons of ELIE SAAB

- Project Objective:
 - Luxury cultural destination experience integrating fashion, entertainment, and large-scale public engagement.
- Scope & Responsibilities:
 - International production coordination
 - Government stakeholder alignment
 - VIP and media management
 - Creative and operational leadership Impact: One of the region's most high-profile fashion and entertainment productions.
- Reference:
 - [THE 1001 SEASONS OF ELIE SAAB - YouTube](#)

THE 1001
SEASONS
OF ELIE SAAB



Saudi
Seasons
in Riyadh



RIYADH
SEASON
Powered by SNB

THE 1001 SEASONS

OF ELIE SAAB

RIYADH



02 - Public festivals

- **Objective:**

- Community-centered public initiative focused on family engagement, education, and social interaction.
- Cultural exchange initiative supporting local producers and international partnerships.

- **Scope & Responsibilities:**

- Concept Creation
- Strategic partnerships
- Programming development
- Operational systems and logistics
- Sponsor management
- Festival operations
- Public audience engagement

- **Impact:**

- Expanded into a recognized recurring platform later acquired and rebranded by a regional brand
- Strengthened local and international cultural collaboration.



Family Fun Festival
in collaboration with UNIC – United Nations Information Center

Cheese Meats Bread
In collaboration with BEirut Municipality

BIBE- Beirut International Beer Event

MEG Fest – Middle East Gaming Festival

NOEL Avec ELLE
in collaboration with ELLE Magazine



PUBLIC EVENTS & FESTIVALS

CONNECTING PEOPLE. CELEBRATING CULTURE.
BRINGING DESTINATIONS TO LIFE.



CREATIVE
CONCEPT
& DESIGN



PRODUCTION
& INSTALLATION



COMMUNITY
ENGAGEMENT
& ACTIVATIONS



DESTINATION
BRANDING
& EXPERIENCE



03 - Official & Diplomatic activations

- **Objective:**
 - Strengthen cultural diplomacy and public engagement through large-scale experiential activations
- **Scope & Responsibilities:**
 - Led nationwide activations under the UK Embassy's GREAT Campaign in Lebanon
 - Directed production for the 60-Year Jubilee celebrations of Queen Elizabeth II
 - Managed event operations, protocol, logistics, technical production, and stakeholder coordination
 - Produced a royal-inspired fashion showcase featuring Lebanese creative talent
 - Delivered the Queen's Birthday Celebration at Zaitunay Bay, Beirut
 - Designed and executed an official lunch for the Egyptian Embassy during the visit of the Egyptian Prime Minister to Beirut
- **Impact:**
 - Strengthened diplomatic and cultural engagement through high-profile public and governmental events
 - Showcased Lebanese creative talent within an international diplomatic framework
 - Reinforced expertise in managing high-profile government and diplomatic events

HIGH-PROFILE DIPLOMATIC & CULTURAL EVENTS



OBJECTIVE



SCOPE &
RESPONSIBILITIES




CELEBRATING PARTNERSHIPS.
CREATING LASTING IMPACT.



IMPACT



OFFICIAL LUNCH
Egyptian Embassy

04 - NGOs, Foundations & Impact-Driven Events

- **Objective:**

- To create meaningful, community-centered experiences that support humanitarian causes, entrepreneurship, youth empowerment, and social impact initiatives through strategic event design and execution.

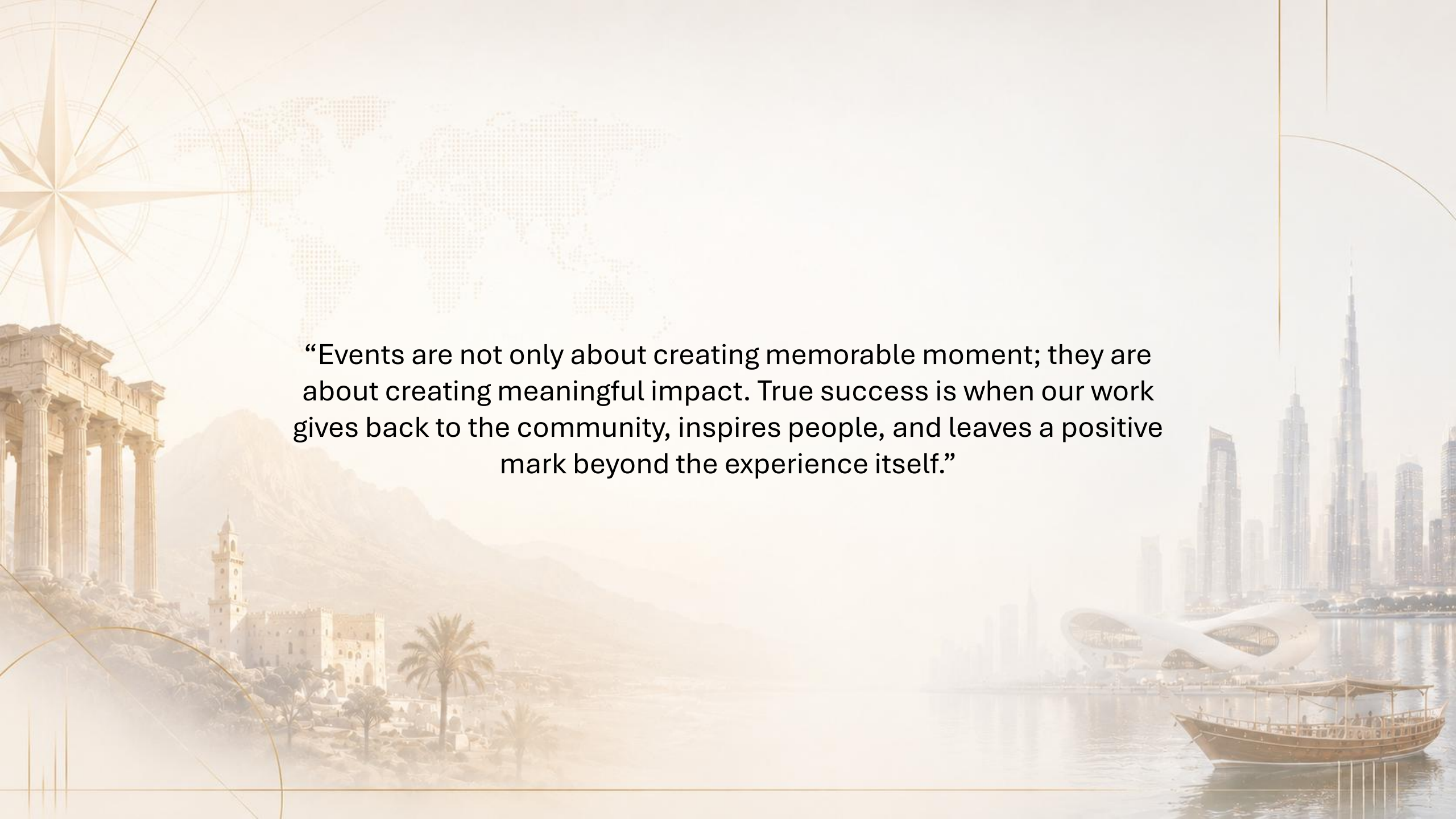
- **Scope & Responsibilities:**

- Designed and organized fundraising galas, humanitarian dinners, and impact-driven events for NGOs and foundations including Ajialouna and Endeavor.
- Collaborated with HULT Prize on the design and execution of entrepreneurship-focused events empowering youth innovators and changemakers.
- Produced impact-oriented public initiatives including a Changemaker Festival and an Impact Award ceremony hosted at the Grand Serail.
- Launched and managed “Beirut Living Needs” to support families and local communities affected by the Beirut explosion.
- Oversaw event concept development, production, logistics, branding integration, stakeholder coordination, and audience engagement experiences.

- **Impact:**

- Supported humanitarian and social causes through high-visibility fundraising and awareness events.
- Contributed to community recovery and solidarity initiatives following the Beirut explosion.
- Reinforced expertise in designing purpose-driven events that combine emotional storytelling, public engagement, and operational excellence.





“Events are not only about creating memorable moment; they are about creating meaningful impact. True success is when our work gives back to the community, inspires people, and leaves a positive mark beyond the experience itself.”

05 - Corporate & B2B Events

- **Cairo National Bank – EVC Summit (Cairo)**

High-level investment summit connecting Middle East & Africa markets and positioning Cairo as a regional investment gateway.

- **Jennifer Lopez – Private Wedding Performance (India)**

Managed technical and operational production for a high-profile international private celebration.

- **ELIE SAAB London – Winter Flagship Store Activation**

Luxury retail experience designed to elevate brand presence and customer engagement.

- **JT & Partners – Annual Gathering**

Designed and executed an immersive corporate experience reflecting the firm's architectural identity and innovation-driven culture.

- **CIO Technology Conference**

Produced a platform bringing together senior technology executives for innovation exchange, networking, and thought leadership discussions.



B2B, CORPORATE & EXECUTIVE EVENTS

- SUMMITS
- CONFERENCES
- LUXURY BRANDS
- CORPORATE GATHERINGS
- ENTERTAINMENT PRODUCTIONS
- NETWORKING & LEADERSHIP



06 - City-Wide & Seasonal Activations

- **Objective:**

- To create large-scale seasonal and city-wide activations that enhance public spaces, celebrate cultural identity, and strengthen destination appeal through immersive design and community engagement.

- **Scope & Responsibilities:**

- Designed and executed Ramadan and Christmas installations across major destinations including Beirut Souks, Zaitunay Bay, and Central Beirut.
- Developed creative concepts blending festive storytelling, architectural aesthetics, lighting design, and experiential public engagement.
- Managed the full project lifecycle including concept development, production coordination, fabrication supervision, installation logistics, and on-site execution.
- Collaborated with municipalities, destination operators, suppliers, technical teams, and stakeholders to deliver impactful public experiences aligned with seasonal and branding objectives.

- **Impact:**

- Contributed to transforming key urban destinations into vibrant seasonal landmarks attracting families, tourists, and public audiences.
- Enhanced destination branding and visitor engagement through visually iconic and emotionally resonant installations.
- Created culturally driven experiences that strengthened public interaction, festive atmosphere, and social media visibility.
- Delivered large-scale activations balancing creativity, operational execution, and public-space functionality within high-traffic environments.

CITY-WIDE & SEASONAL ACTIVATIONS

DESIGNING EXPERIENCES THAT
CELEBRATE CULTURE, COMMUNITY & DESTINATION



RAMADAN DECORATIONS

Beirut Souks & Zaitunay Bay



CHRISTMAS INSTALLATIONS

Zaitunay Bay & Central Beirut



CULTURE, ENGAGEMENT & DESTINATION BRANDING

Projects that blend tradition, creativity,
and public experience



CREATIVE CONCEPT
& STORYTELLING



TECHNICAL DESIGN &
PRODUCTION



PUBLIC ENGAGEMENT
& EXPERIENCE



DESTINATION ENHANCEMENT
& BRANDING



SEAMLESS EXECUTION
AND DELIVERY

07 - Private & Bespoke Events

- **Objective:**

- To design and deliver immersive private celebrations and bespoke luxury experiences that blend elegance, storytelling, and emotional connection through exceptional event craftsmanship.

- **Scope & Responsibilities:**

- Conceptualized and executed high-end private dinners, luxury weddings, and exclusive celebrations across Lebanon, the Gulf, and the MENA region.
- Led the full event journey from creative direction and scenography to production management, entertainment integration, guest experience, and on-site execution.
- Collaborated with clients, venues, designers, florists, technical teams, and hospitality partners to create tailor-made experiences reflecting each client's identity and vision.
- Oversaw event aesthetics, lighting ambiance, spatial flow, luxury hospitality standards, and operational excellence from concept to completion.

- **Impact:**

- Delivered emotionally memorable and visually distinctive celebrations recognized for their refined aesthetics and immersive atmosphere.
- Built a reputation for transforming private events into cinematic experiences combining luxury, personalization, and flawless execution.
- Strengthened long-term relationships with high-profile clients and premium partners through trust, creativity, and attention to detail.
- Contributed to elevating luxury event experiences in the region through innovative design approaches and experiential storytelling.



WEDDINGS & PRIVATE EVENTS

— — — — —
INTIMATE OR GRAND.
EVERY DETAIL, EXTRAORDINARY.
— — — — —





**"Behind every celebration
is a story waiting
to be felt, not just seen."**

Nemer Jreige
Projects & Events Director
Luxury • Cultural • Destination Experiences

Creating experiences that connect brands, people, and places through emotion, strategy, and storytelling.

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