



b.creative — events

BE
MEMORABLE

Celebrating Brand
for the Love of Qatar

OUR STORY

ABOUT BE CREATIVE EVENTS

Be Creative Events is a Qatar-based creative events agency founded in 2018, by Mr. Ramzan Al Nuaimi, backed by a leading team with over 20 years of glocal experience in events and branding.

We specialize in immersive event management, destination creation, brand creation and brand activation — with a signature approach that blends innovation with authentic Qatari culture.

From festivals and fanzones to major public events, we craft powerful experiences that connect audiences and celebrate identity.

Be Creative Events is a dynamic company specializing in curating unforgettable events and immersive experiences.

Operating at the intersection of creativity, innovation, cultural storytelling, and flawless execution, we deliver tailor-made solutions for clients seeking memorable experiences.



OUR VISION OUR MISSION



OUR VISION

To be the region's leading experience creators — redefining the boundaries of events by transforming spaces, stories, and cultural identity into unforgettable journeys.

OUR MISSION

To create exceptional events and experiences that inspire, connect, and leave a lasting impact — blending creativity, culture, and precision to bring ideas to life.



FULFILLING THE QUEST FOR CREATIVITY



AN INTRODUCTION
TO BE CREATIVE

OUR CLIENTS



WHAT WE CAN DO FOR YOU

Events

Event Planning & Management
Festival & Live Show Production
Sports Event Management
Corporate Events & Fanzones
Seamless Guest Services for
Corporate Functions
Immersive Experience Design
Destination Creation
Brand & Venue Activation
Cultural Integration & Storytelling

Branding

Brand Development
Strategy & Positioning
Brand Guidelines
Visual Identity
Marketing Campaigns
Packaging
Space Design

Media Production

Photography
Film & Video Content
Production
Illustration
2D & 3D Animation
Motion Graphics
Voice-overs
Post Production & VFX

Digital

Social Media Management
Social Media Advertising
Digital Marketing
Search Engine Optimization
Search Engine Advertising
Website Design & Development
iOS & Android Applications

MEET OUR TEAM

MARIE LINE HALABI



With over 20 years of experience in event conceptualization, production, and delivery in Qatar, Marie Line has successfully led and executed high-profile projects across cultural, corporate, entertainment and sports sectors. Her work reflects a commitment to excellence, creativity, and meticulous attention to detail — qualities she now brings to Be Creative Events.

Award winner for * Best 40 Leaders under 40
Award winning Projects:
Horticultural Expo Doha 2023 - Middle East Management Excellence
Awards - Team of the year.
IHF Handball World Championships Qatar 2015 -
Best Sport Brand for 2015.

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Marie Line was a founding partner of AND Marketing and Events and served as CEO, where she played a central role in delivering major events for clients across diverse industries, some of the most recent projects were Al Samri Night the first concert ever held in Qatar between the dunes, the Sealine Season 2025, the Event Management for the Horticultural Expo Doha 2023.

In parallel with founding and managing AND Marketing and Events, Marie Line has handled the position of CEO for Aljassra group from 2022 till 2025 where she has successfully managed a diverse portfolio of companies such as facility management, security, events and marketing, food and beverages, retail operations, asset management, fitout and contracting, and manufacturing, scoring the highest yearly revenue and profit ever made in the group for 2 consecutive years.

Marie-Line has also served as Acting Director of Sports Events department at Qatar Olympic Committee and Director of Planning and Operations for the IAAF World Championships 2019, the IHF World Handball Championships 2015, the AIBA boxing world championships 2016, the IPC world championships 2016, the Casa Qatar in Rio Olympics 2016 and many more international and regional events.

She has also worked at Fitch Qatar for 7 years where she managed to work on branding and retail design projects for the most prestigious brands in Qatar such as Qatar Foundation, the Doha Asian Games 2006, Qatar Science and Technology Park, Hamad Medical Corporation, Qatar Faculty of Islamic Studies, Qatar Red Crescent, Mada and many more.

Marie Line has contributed in setting the stage for the FIFA World Cup by establishing the first international fan zone in Qatar in 2014.

Marie line has also contributed in establishing the first braille signage in Qatar and the first website with AAA enhancing special needs' journey in Qatar.

Marie Line has recently aquired Be Creative to elevate it to one of the leading events companies in Qatar.

A large, glowing, textured sphere with two people standing behind it, one holding a camera.

HAVE A LOOK AT EVENTS
OUR TEAM ENJOYED
DELIVERING

BE
ENJOYED

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**AL JAZEERA FINANCE
ANNEVERSARI**



٣٠ عام من النجاح والتميز
30 YEARS OF SUCCESS & EXCELLENCE



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ANNEVERSARI

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30 YEARS OF SUCCESS & EXCELLENCE





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**QATAR'S 1ST E-COMMERCE
HACKATHON**



Qatar's First-Ever E-commerce Hackathon

25th - 28th November 2021

Cloud Strategic Sponsor



Technology Strategic Sponsor



Development Sponsor

QATAR'S FIRST
E-COMMERCE HACKATHON
25 - 28 NOVEMBER 2021

Lana Khalaf

Country Manager



QATAR'S FIRST E-COMMERCE
HACKATHON



Qatar's First-Ever E-commerce Hackathon

25th - 28th November 2011

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Cloud Strategic Sponsor

Tech Strategic Sponsor



QATAR'S 1ST E-COMMERCE
HACKATHON



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Be Creative
EVENTS



Ministry of Social
Development

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SPEAKER



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YALLA NAMSHI

OOREDOO X MSDF YALLA NAMSHI

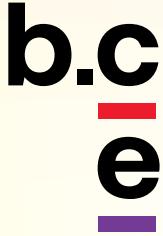




OOREDOO X MSDF
YALLA NAMSHI

#مليون_خطوة_أقرب





LUMINOUS 2024

THE LIGHT FESTIVAL

QATAR TOURISM

Luminous 2024 shaped to become Qatar's first and largest international light festival and a landmark cultural celebration. Organized in collaboration with FiveCurrents, the festival drew more than 60,000 visitors on weekends and featured immersive, interactive light installations that blended advanced technology with artistic expression. Showcasing works from international artists alongside locally created pieces, the festival brought together diverse ideas under a unified creative vision while managing the complex logistics of artists and installations arriving from different parts of the world.

Spread across five zones inspired by the elements of earth, air, water, and fire, the event was animated by roving performers in elaborate, parade-style costumes designed to match each theme, along with a varied program of stage entertainment. The festival became a memorable experience for audiences of all ages and stood out as one of Qatar's most ambitious public events.

A vibrant night scene at a water fountain. Large, glowing blue spheres float in the air above a circular water feature. The water jets are illuminated from below with warm orange and yellow lights, creating a reflection on the dark ground. Several people are standing around the fountain, some looking at the spheres. The background is dark, suggesting it's nighttime.

LUMINOUS 2024

QATAR TOURISM



LUMINOUS **2024**
QATAR TOURISM



LUMINOUS **2024**
QATAR TOURISM

HORTICULTURAL EXPO DOHA **2023**

ASHGHAL

Daily Event Management (179 Days) At Expo 2023 Doha, held over 179 days at Al Bidda Park, the scope was central to the daily management of cultural and entertainment programs across the Family, Cultural, and International Zones, celebrating Qatari heritage, culture, and horticulture. The Expo featured an extraordinary scale of programming: 1,727 workshops on sustainability, agriculture, and innovation, and over 7,000 events, including 54 national day celebrations, 124 conferences, 198 government events, and 600 stage performances. Through careful planning and coordination, these activities provided memorable experiences for more than 4.2 million visitors, cementing Expo 2023 as a milestone in the region's cultural calendar.

The Closing Ceremony In addition to the daily operations, the team was entrusted with delivering the prestigious closing ceremony in less than two weeks of preparation. This ambitious production brought together 100+ talents in traditional thobes, carrying the flags of nations from around the world, in a grand presentation on the Expo stage. The event required complex logistics, intensive rehearsals, performer coordination, and stage management, all executed under an accelerated timeline. The finale was elevated with fireworks and pyrotechnics, creating a fittingly spectacular conclusion creating a fittingly spectacular conclusion for VIP and VVIP dignitaries.



HORTICULTURAL EXPO DOHA **2023**

THE FAMILY ZONE



HORTICULTURAL EXPO DOHA **2023** THE NATIONAL DAY CEREMONIES



b.creative events

HORTICULTURAL EXPO DOHA **2023**

THE CLOSING CEREMONY

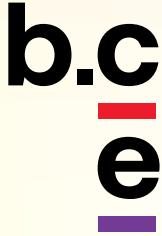


EXPO 2023 DOHA

HORTICULTURAL EXPO DOHA **2023**

THE CLOSING CEREMONY





DIGITAL AGENDA **2030** LAUNCH EVENT MINISTRY OF COMMUNICATION, INFORMATION TECHNOLOGY

The leadership expertise now shaping Be Creative Events contributed to the launch of Qatar's Digital Agenda 2030, a landmark initiative by the Ministry of Communications and Information Technology (MCIT) that set outlines the national vision and set a significant milestone in the country's digital transformation journey.

The event welcomed over 500 distinguished guests, including VIPs and VVIPs, in an atmosphere that reflected both Qatar's technological ambition and its cultural identity. Through powerful staging and dynamic multimedia storytelling, the launch highlighted the country's commitment to innovation and progress, making it a defining moment in Qatar's digital transformation journey.



THE LAUNCH OF THE DIGITAL AGENDA **2023**

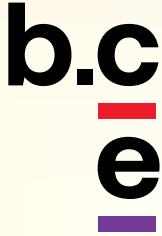
MINISTRY OF COMMUNICATION, INFORMATION TECHNOLOGY

THE LAUNCH OF THE DIGITAL AGENDA **2023**

MINISTRY OF COMMUNICATION, INFORMATION TECHNOLOGY



THE LAUNCH OF THE DIGITAL AGENDA **2023**
MINISTRY OF COMMUNICATION,
INFORMATION TECHNOLOGU



FANAR LAUNCH EVENT 2030

MINISTRY OF COMMUNICATION, INFORMATION TECHNOLOGY

During the World Summit AI Qatar 2024, the Ministry of Communications and Information Technology (MCIT) unveiled the launch of the FANAR platform, an advanced Arabic AI technology designed to transform the region's digital landscape.

The unveiling combined a custom-produced animated film with a live theatrical performance featuring a child actor, culminating in a grand reveal led by the Prime Minister during the summit's opening ceremony. This carefully staged sequence provided a powerful narrative of heritage meeting innovation, leaving a strong impression on both local and international audiences.

A visually distinctive booth was created to give attendees a first-hand experience of FANAR's capabilities, showcasing how the platform addresses the complexities of the Arabic language while harnessing the possibilities of modern AI.

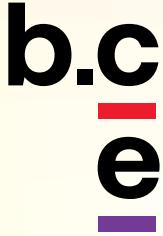
The launch marked a key milestone in the region's technological progress, and the team's creative contribution ensured that FANAR was presented in a way that captured both its innovation and its cultural significance.

Recognized as the standout booth at the summit, it drew the highest visitor footfall among all participants, ensuring maximum engagement and visibility for the launch.

FANAR LAUNCH EVENT **2024**

MINISTRY OF COMMUNICATION, INFORMATION TECHNOLOGY





AL SAMRI NIGHT VISIT QATAR

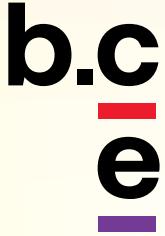
Al Samri Night was both a cultural triumph and a logistical feat. In partnership with Qatar Tourism and Visit Qatar, the desert was transformed into a festival ground capable of welcoming more than 23,000 guests for a celebration of Arabian heritage.

The scale of the challenge was immense: a vast site in the heart of the desert had to be designed, built, and fully prepared in just 72 hours. From staging and seating to power, lighting, and crowd management, every detail was coordinated with precision to ensure a one-of-a-kind experience.

At the heart of the night, the Samri Band, with 400 performers, filled the desert air with traditional music and poetry, a spectacle that blended cultural authenticity with the atmosphere of a modern festival along with magical drone show and spectacular fireworks display.

Against the odds of time and terrain, the event stood as a testament to careful planning, precise logistics, and creative vision, delivering a truly unforgettable finale to Sealine Season 2025.

AL SAMRI NIGHT VISIT QATAR



SEALINE SEASON 2030

VISIT QATAR

Sealine Season 2025 transformed Qatar's desert into a stage of wonder. In partnership with Qatar Tourism / Visit Qatar, the month-long celebration blended adventure, culture, and entertainment into an experience unlike any other. Visitors embarked on desert safaris, ATV rides, horse treks, boat trips, and sporting challenges, while the golden dunes became the backdrop to a festival alive with energy.

Every weekend, the desert pulsed with non-stop performances, featuring international artists who had never before performed in Qatar's desert, alongside spectacular fireworks and the thrilling Chef on Fire competition.

Concerts on Fridays drew record crowds, with venues consistently reaching full capacity, and weekends welcoming up to 14,000 visitors a day.

Sealine Season 2025 was more than an event, it was a celebration of Qatar's spirit, where heritage met adventure and families, tourists, and culture-seekers came together to create unforgettable memories beneath the desert sky.

SEALINE SEASON 2025

VISIT QATAR



SEALINE SEASON 2025

VISIT QATAR



SEALINE SEASON 2025

VISIT QATAR





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BRANDING & VISUAL IDENTITY



HAVE A LOOK AT BRANDS
WE ENJOYED CRAFTING

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HALWA AL SAIGAL



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**ARAB UNION FOR
CAMEL RACING**

ARAB UNION FOR CAMEL RACING



ARAB UNION FOR CAMEL RACING

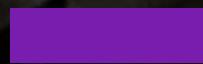


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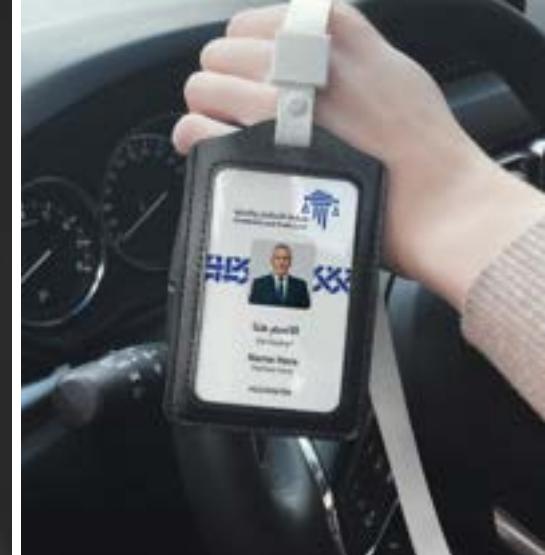
**INVESTMENT &
TRADE COURT**



INVESTMENT & TRADE COURT



Celebrating Brands



Celebrating Brands

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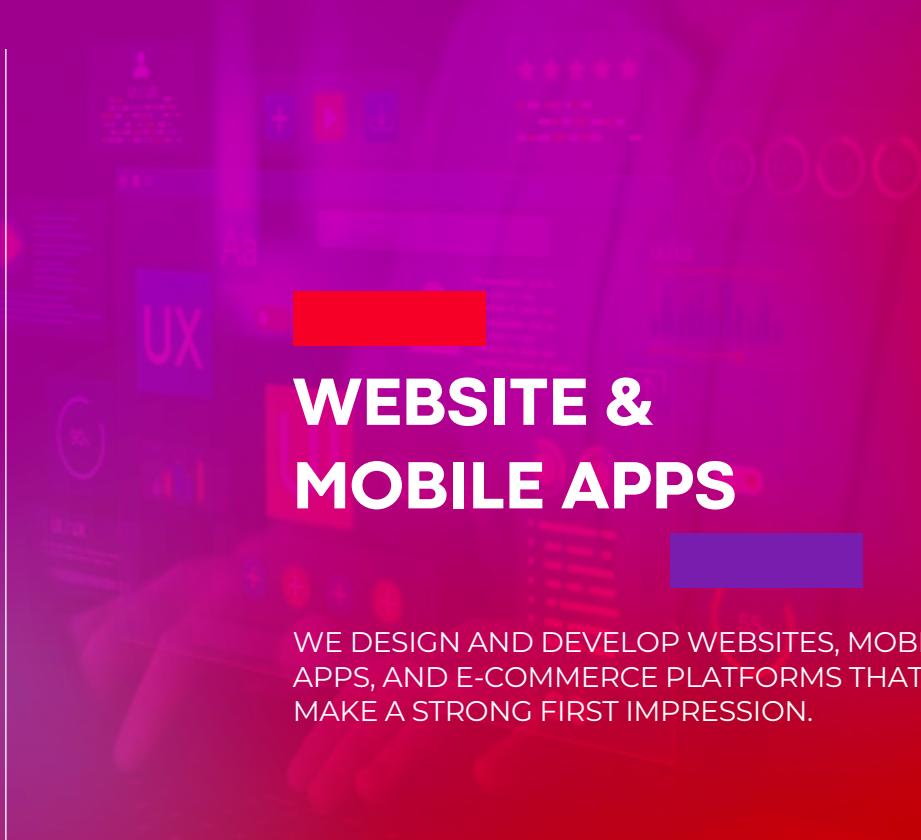
**UNIVERSITY OF
DOHA**



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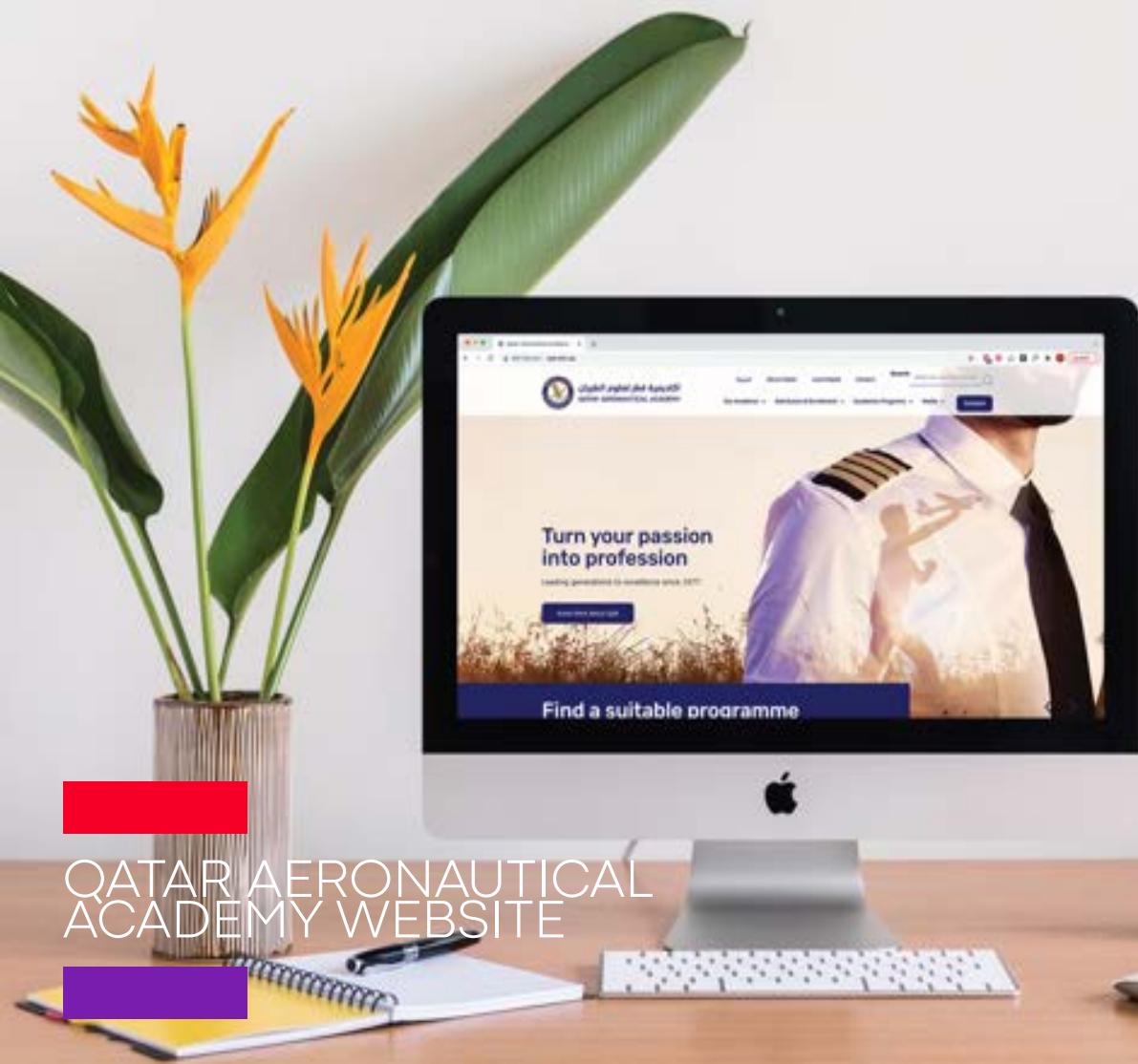


WEBSITE & MOBILE APPS

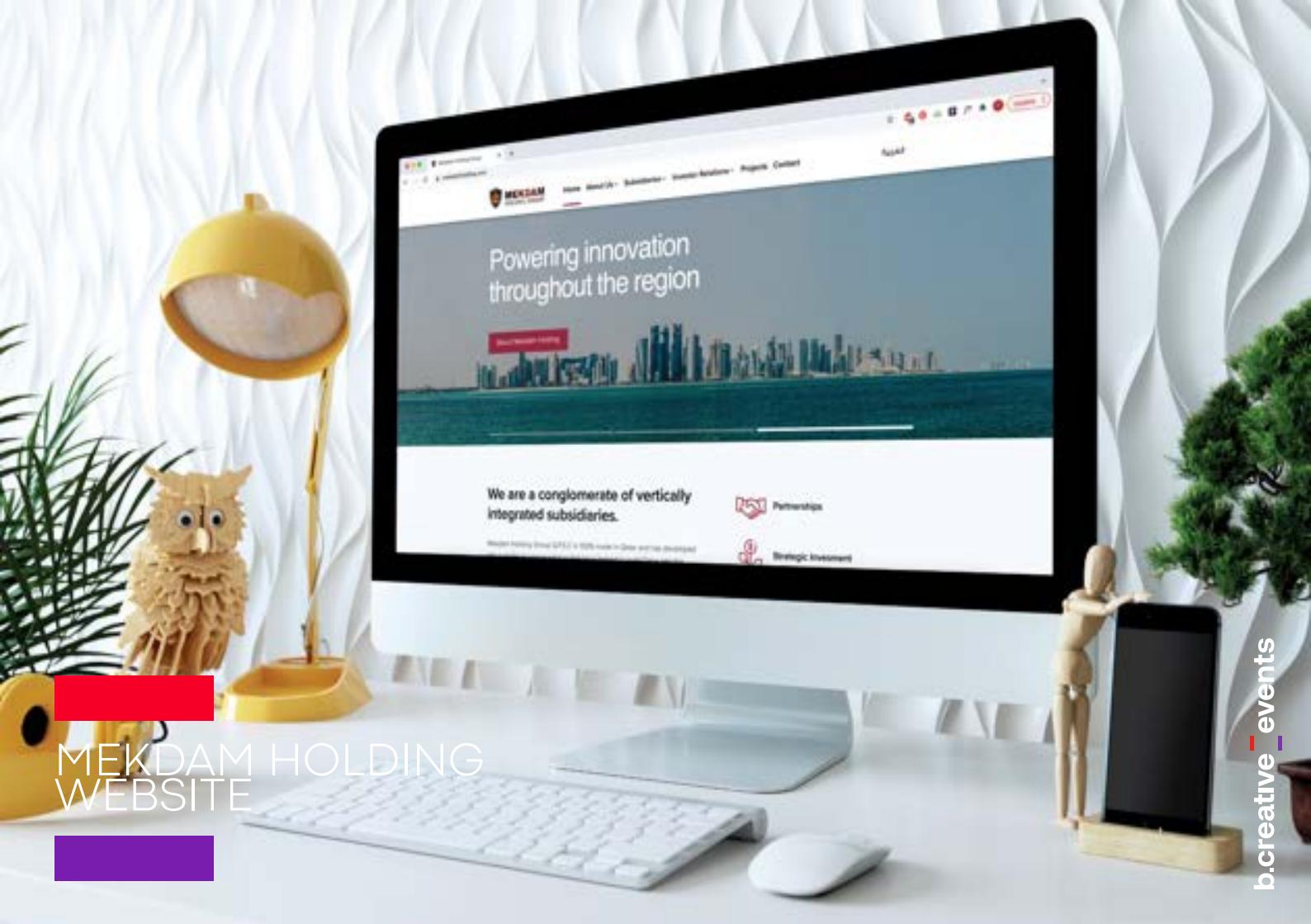
WE DESIGN AND DEVELOP WEBSITES, MOBILE APPS, AND E-COMMERCE PLATFORMS THAT MAKE A STRONG FIRST IMPRESSION.



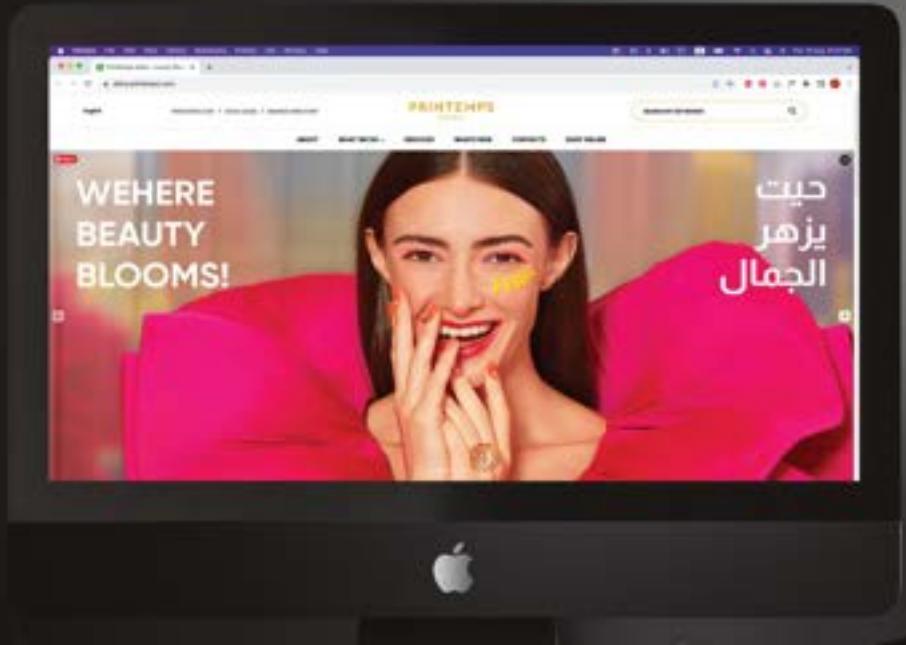
QATAR STOCK EXCHANGE WEBSITE



QATAR AERONAUTICAL ACADEMY WEBSITE



MEKDAM HOLDING WEBSITE



PRINTEMPS DOHA
WEBSITE

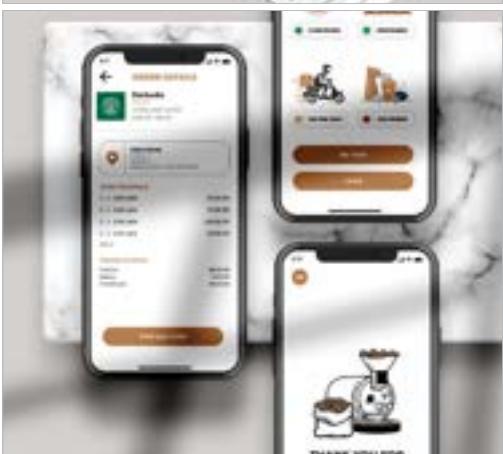
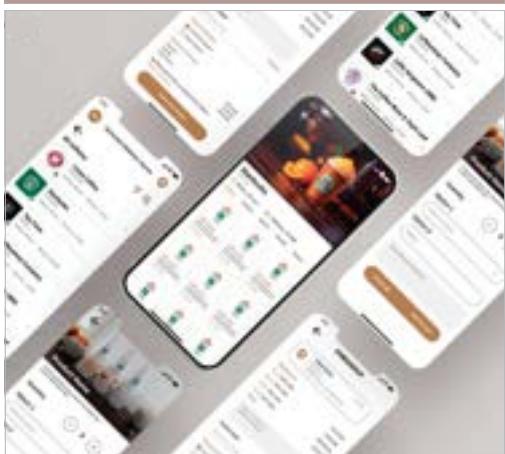
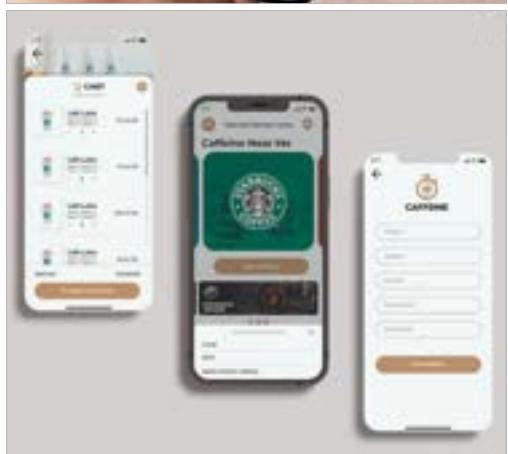
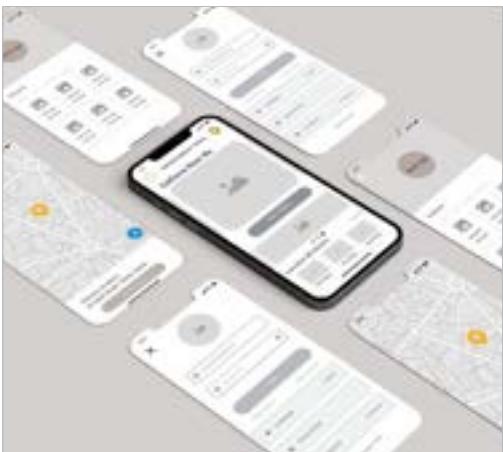
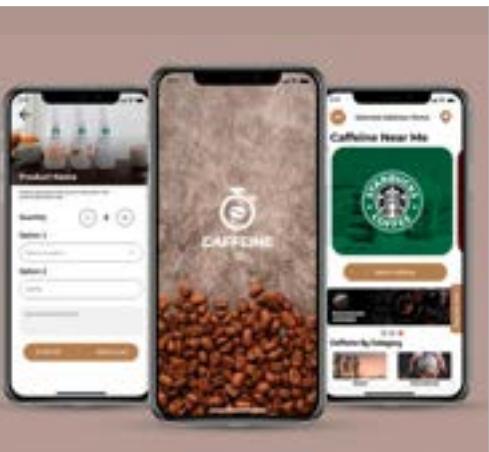
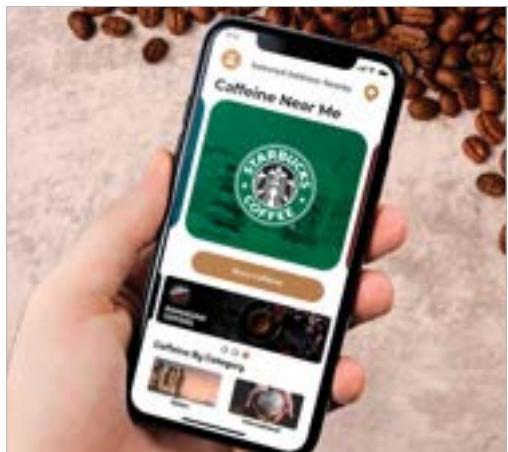
AWFAZ GLOBAL SCHOOLS WEBSITE



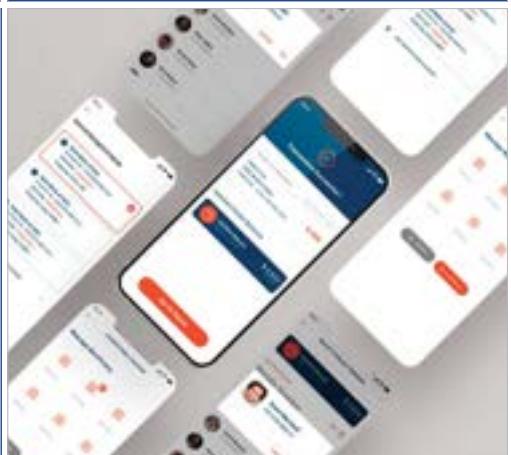
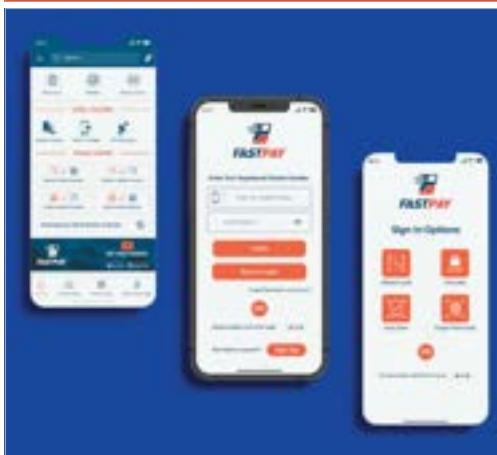
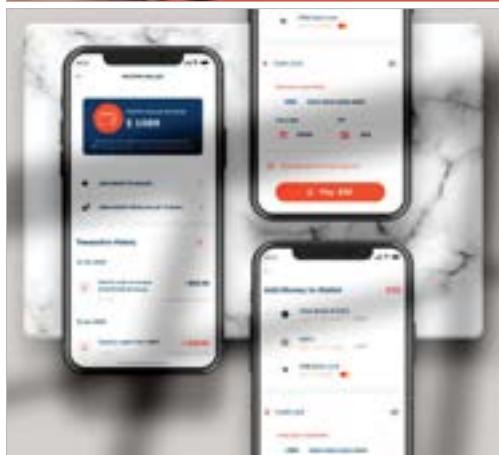


GHARAFYA STATIONERY
WEBSITE

Caffeine Mobile App



Fastpay Mobile App



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Be Creative
EVENTS

WHAT WE CAN DO FOR YOU

INTERIOR DESIGN

Creating inspiring spaces experience that
will achieve the right goals for your
business

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EVENTS

Dr. Shaikha Al Kubaisi Medical Center Interiors



Celebrating Brands

Dr. Shaikha Al Kubaisi Medical Center Interiors



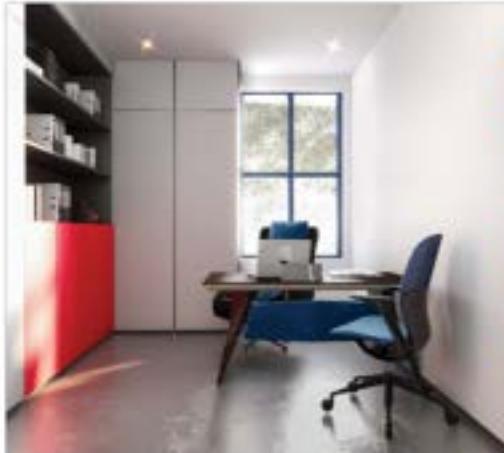
کون میڈیا

Be Creative
EVENTS

Hub22 Interiors



Celebrating Brands



کون مبدعاً

Be Creative
EVENTS

Giftago Interiors



Celebrating Brands





WHAT WE CAN DO FOR YOU

DIGITAL MARKETING & CAMPAIGNS

Innovative campaigns that develop brands, seize opportunities, and inspire growth. We enjoy doing it for every event and establish an amazing touchpoint with the audience, ensuring recurrent visitors.

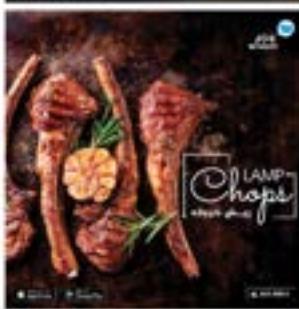
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Be Creative
EVENTS

Qatar Aeronautical Academy



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EVENTS

Al Khaleej Insurance



Celebrating Brands





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