



KHYAL EVENTS

creativity & imagination

est.2023

THE PRODUCT OF UNIQUE AND MEMORABLE EXPERIENCES

SPARK OF ALL THINGS CREATIVE

ORIGIN: KSA



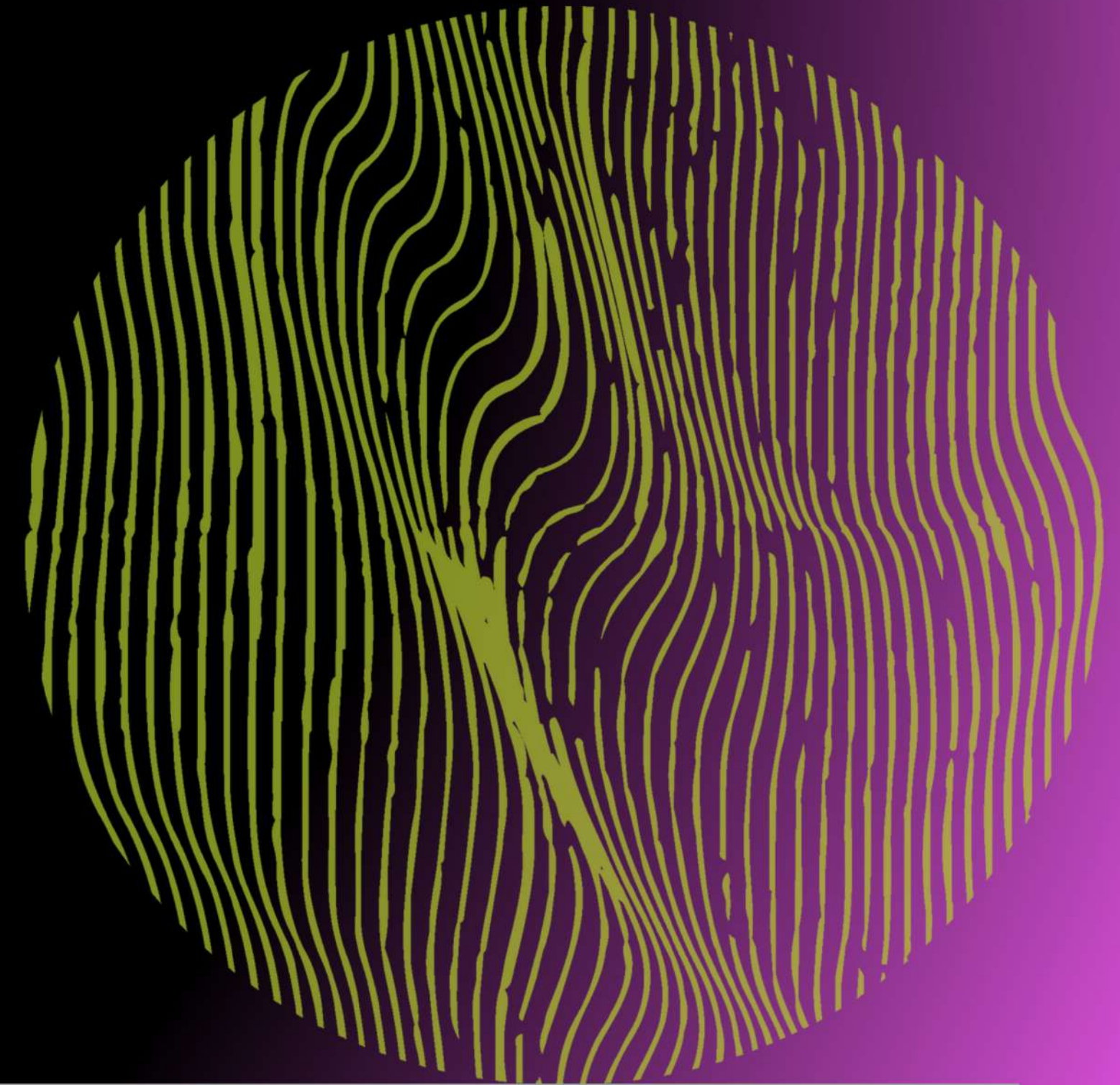
Word from the Founder

"As the co-founder and driving force behind Khyal Studio, a vibrant creative hub that has thrived for **10 years**, I embarked on a mission to create a space where imagination and artistic expression flourish.

Khyal Studio serves as a catalyst for artistic exploration, offering branding, design, and digital marketing services. Aligned with the objectives of Saudi Vision 2030, our journey also led us to establish **Khyal Events**, an exceptional events management company.

Through them, we break boundaries, deliver remarkable outcomes, and shape a future where creativity flourishes in the cultural and entertainment sector. Join us on this transformative journey."

— **Fawziah Alalami, Co-Founder**



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SPARK OF ALL THINGS CREATIVE ORIGIN: KSA

Mission

Mastering the art of events,
we're on a mission to curate
experiences that wow and
inspire.



Vision

From the initial spark to execution,
we turn ideas into brilliant
realities, empowering Saudi youth
and nurturing lasting connections
with our valued clients.

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Core Values



LOCALIZATION

We honor the core of Saudi Arabia's cultural legacy while embracing an innovative vision for the future.



STRATEGY

Through meticulous planning & thoughtful execution, we enable our clients to immerse themselves in captivating experiences that resonate with their deepest aspirations.



CREATIVITY WITH A PURPOSE

Our brand essence revolves around blending dreams and tradition, and creating an authentic identity that resonates with diverse audiences worldwide.

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How We Do Things

IDEATION

It all starts with a brainstorming session, and conducting research to generate creative ideas aligning with the event's goals.

PLANNING

Creating a comprehensive budget, choosing a suitable venue, coordinating with vendors, planning logistics, and developing a detailed timeline.

POST-EVENT EVALUATION

We gather the team for a debrief, read through client and guest feedback, document key details, and celebrate the event's success.

CONCEPTUALIZATION

We develop a proposal outlining the event concept, themes, venue options, activities, and budget.

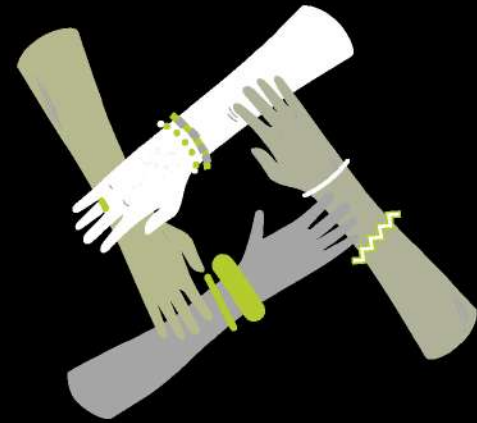
EXECUTION

It's showtime! We assign roles, oversee on-site activities, address issues, manage guest experience, and handle post-event tasks.

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Our Approach



HERITAGE APPRECIATION



FUTURISTIC MINDSET



IMAGINATION UNLEASHED



CLIENT-CENTRIC

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Services

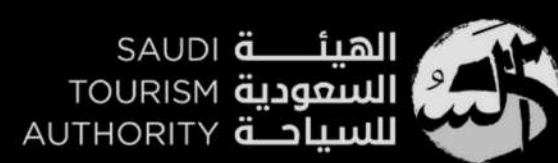
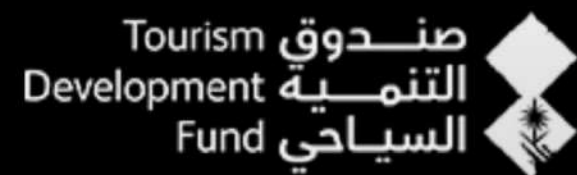


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Clients

Khyal Events is a perfect match for those who appreciate authentic experiences that intertwine Saudi heritage with contemporary creativity. We craft unforgettable moments that are tailor-made to suit each client's unique preferences.



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School Theatre Initiative – Phase 4

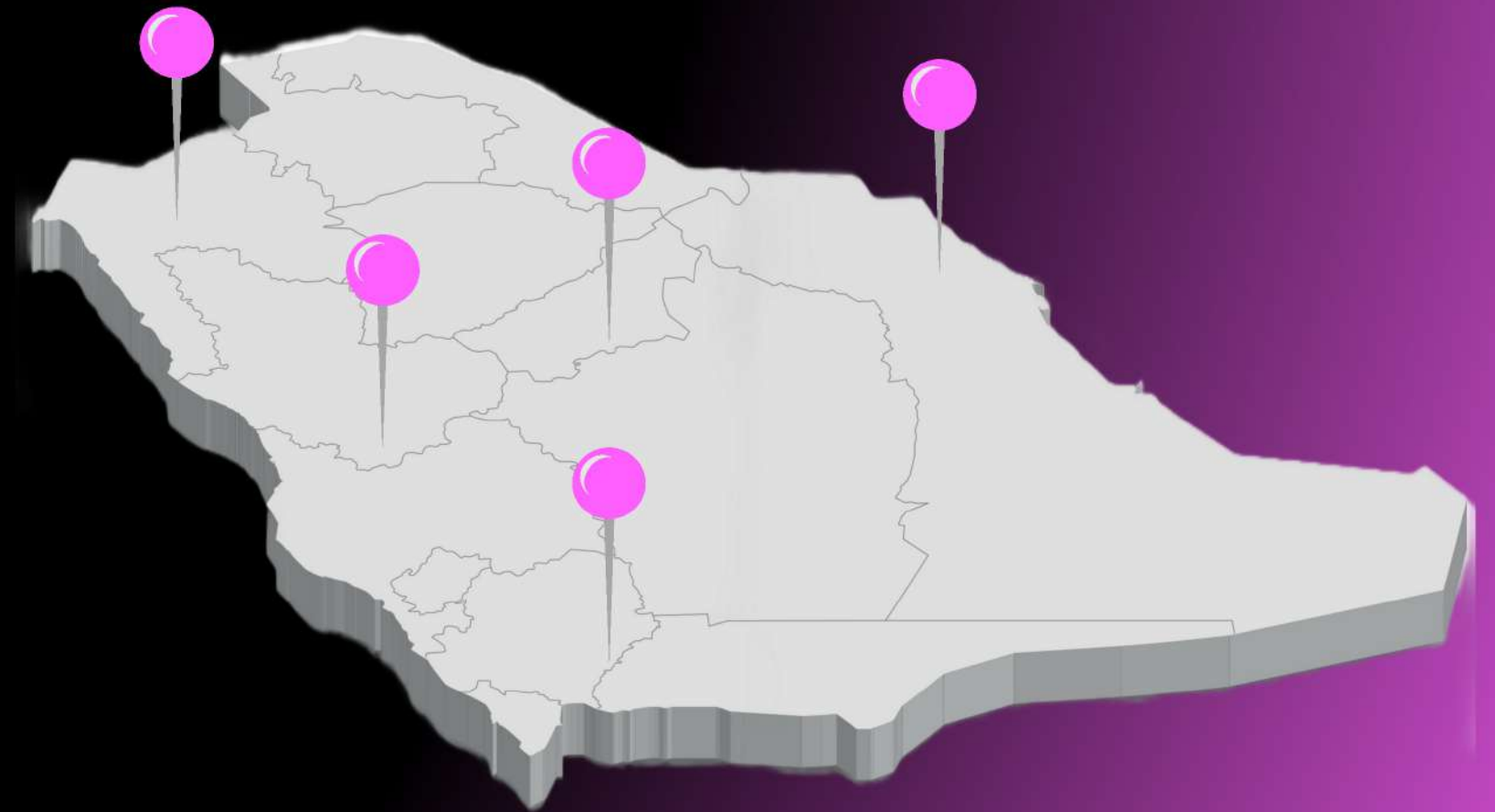
Initiative Overview:

The School Theatre Initiative in Saudi Arabia, launched by the Ministries of Education and Culture, aims to develop students' theatrical skills and foster a vibrant cultural environment. The initiative targets thousands of schools, training over 25,000 students and supervisors across the Kingdom.

Our Role:

We managed Phase 4 of this initiative, which involved training 3,200 students and supervisors across five different locations simultaneously. Our responsibilities included:

- **Event Management:** Coordinating events in multiple regions, ensuring seamless execution.
- **Securing Locations:** Booking and preparing optimal venues for workshops and performances.
- **Catering Services:** Providing high-quality, diverse catering to meet all dietary needs.
- **Bookings and Logistics:** Organizing transportation, accommodations, and scheduling.
- **Print Materials:** Designing and producing promotional and event-related print materials.



School Theatre Initiative – Phase 5

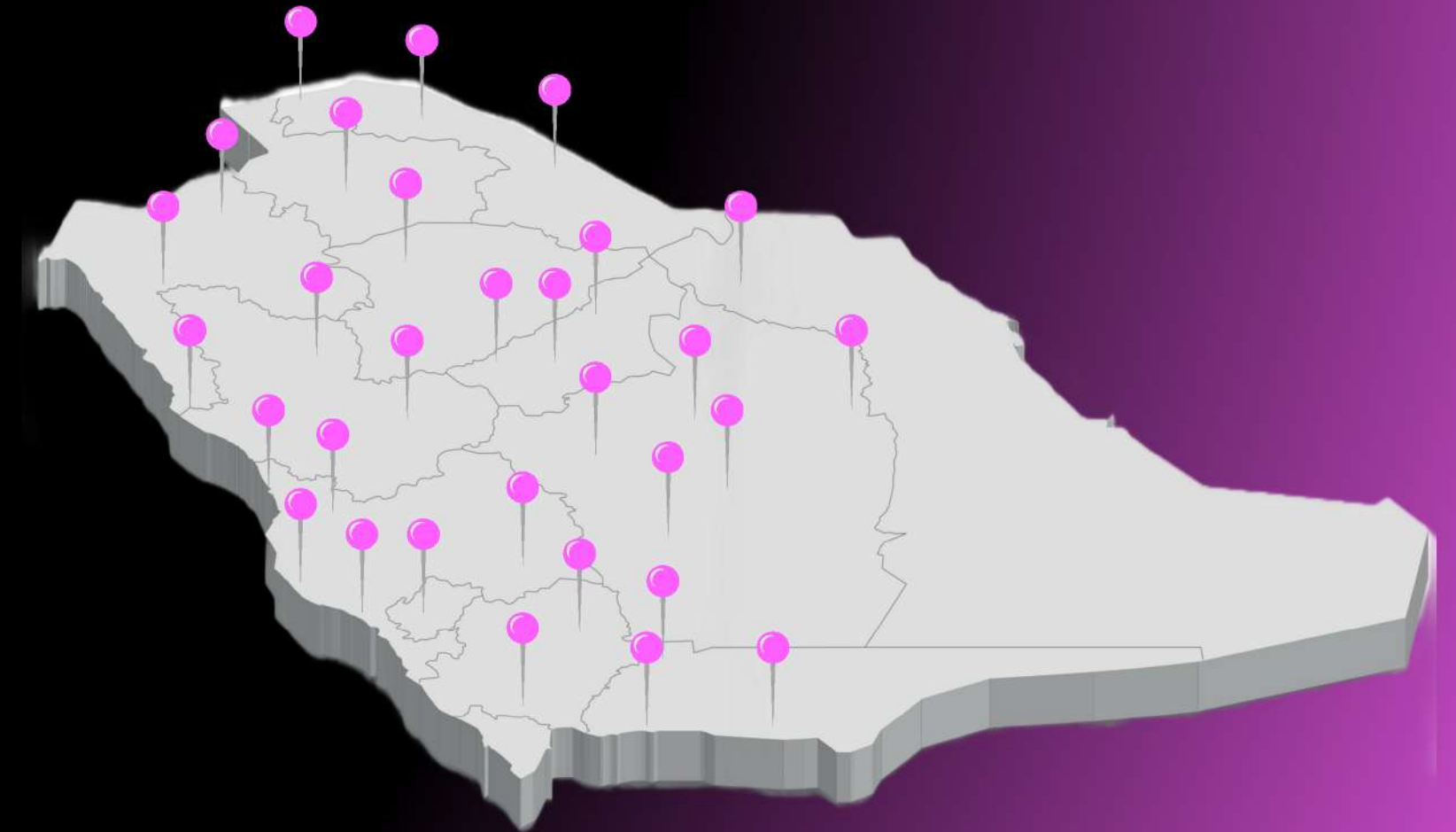
Initiative Overview

The School Theatre Initiative in Saudi Arabia, spearheaded by the Ministries of Education and Culture, seeks to enhance students' theatrical skills and foster a vibrant cultural environment. The initiative is a nationwide effort targeting thousands of schools and training over 25,000 students and supervisors across the Kingdom.

Our Role

In Phase 5, we were responsible for catering to over 25,000 participants across 176 cities in the Kingdom. Our comprehensive services included:

- **Catering Services:** Coordinating and providing high-quality, diverse meals for all participants, ensuring dietary needs and preferences were met.
- **Logistics Management:** Efficiently managing the delivery and setup of catering services in multiple locations simultaneously.
- **Quality Control:** Maintaining stringent food safety and hygiene standards across all catered events.
- **Nationwide Team:** Deploying a dedicated team across the Kingdom to ensure timely deliveries and perfect execution of all catering services.



Pepsico Saudi Arabia



Annual Sales Meeting



PEPSICO

Amazon Saudi



All Saudi Arabia Meeting



Furas – Saudi Cities Investment Gate



STA – Agile Superheroes Bootcamp



STA AGILE
SUPERHEROES BOOTCAMP

Nuwa Capital



Venture Fund Meeting

Contact Us

Ready to make magic?

We're just a message away — drop us a line
using the contact info below.
We look forward to connecting with you!

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مؤسسة تخیل معنا لتنظيم الفعاليات والمؤتمرات
طريق الامير محمد بن سلمان بن عبدالعزيز، حي حطين | الرياض، المملكة العربية السعودية

