



UAE WiN Preparation for 2016 WiN Global Conference

Hasna Al Blooshi – UAE WiN Board Member

Introduction



As the late President Sheikh Zayed bin Sultan Al Nahyan, PBUH said:

“Nothing could delight me more than to see the woman taking up her distinctive position in society ...

Nothing should hinder her progress ... Like men, women deserve the right to occupy high positions according to their capabilities and qualifications.”



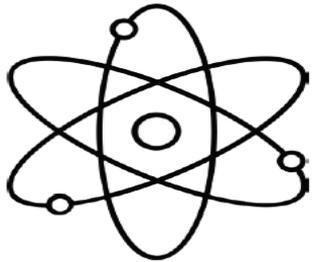
Event Identity



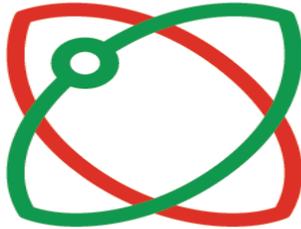


Our first concept takes inspiration from the recognisable **atom icon** that is represented in both the WiN Global logo and the ENEC logo.

By incorporating the UAE colours to this identifiable icon, we celebrate the strong links between the organisations and show pride in being the host country.



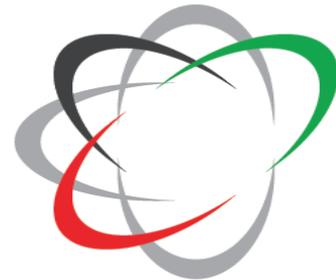
+



+



=



The venue Location

Abu Dhabi is the capital of and the second most populated city in the United Arab Emirates, it is also the largest of the UAE's seven Emirates.

Abu Dhabi lies on a T-shaped island jutting into the Persian Gulf from the central western coast. In 2014, the UAE population was 5,628,805 and the city's population was recorded to be 1.60 Million.

Meaning 'Father of the Gazelle' in Arabic, Abu Dhabi was founded when a young antelope led a wandering tribe to fresh water, on an island with no more than 300 palms ('barasti') huts, a few coral buildings and the ruler's fort. This simple island settlement has since been transformed into the modern, cosmopolitan city of Abu Dhabi and the high-rise capital of the United Arab Emirates.





Venue: Fairmont Bab Al Bahar

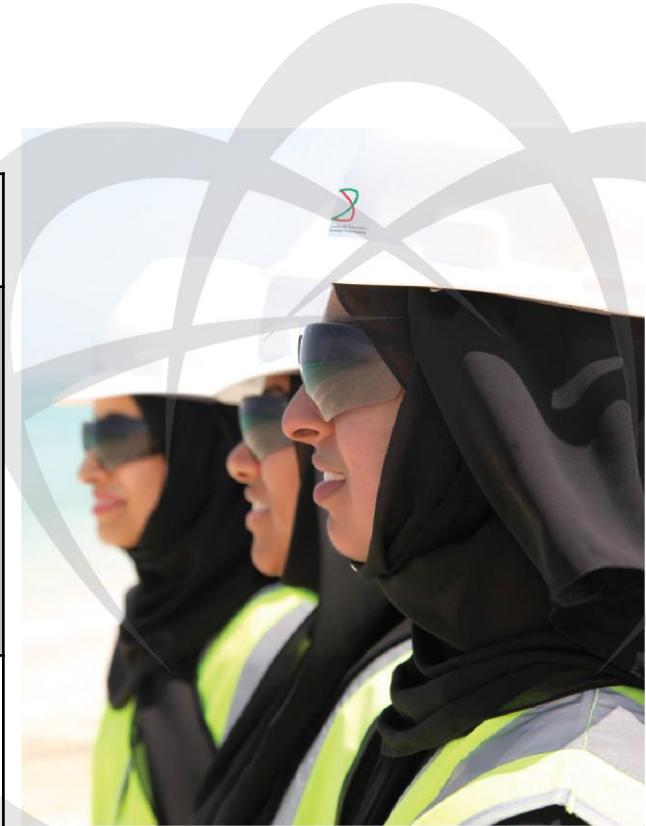
- The Fairmont Bab Al Bahr boasts a prime location at the mainland gateway to the cosmopolitan city of Abu Dhabi.
- With its strikingly contemporary architecture, this beachfront business hotel offers the highest level of comfort and elegance throughout its 369 Guest Rooms and Suites and showcases unrivalled views of the Sheikh Zayed Grand Mosque.
- The Fairmont Bab Al Bahar in Abu Dhabi provides easy access to the city centre and alternative cost effective accommodation. We would then provide transportation from these hotels.
- Its combination of cutting edge design and a warm tradition of genuine Arabic hospitality, makes the Fairmont Bab Al Bahar the perfect place to host the 24th UAE WiN Annual Global Conference.



Agenda



Day 1	Day 2		Day 3		Day 4
WiN Global Executive Board /Board Meeting	Main		Main		BNPP Technical Tour
	Break out 1	Break out 2	Break out 1	Break out 2	
Tour	Tour		Gala Dinner		Tour



Website



Website Support

In order to enhance a delegate's experience, we will manage and provide a website that will link through to the existing ENEC WiN website, WiN Global, other Win Chapter Website...etc

- Development of the website will be Live December 2015.
- Updating all content on the website
- Managing registration forms
- Managing delegate tour/venue/travel bookings
- Social media site and live updates during events
- Post event surveys

Merchandises

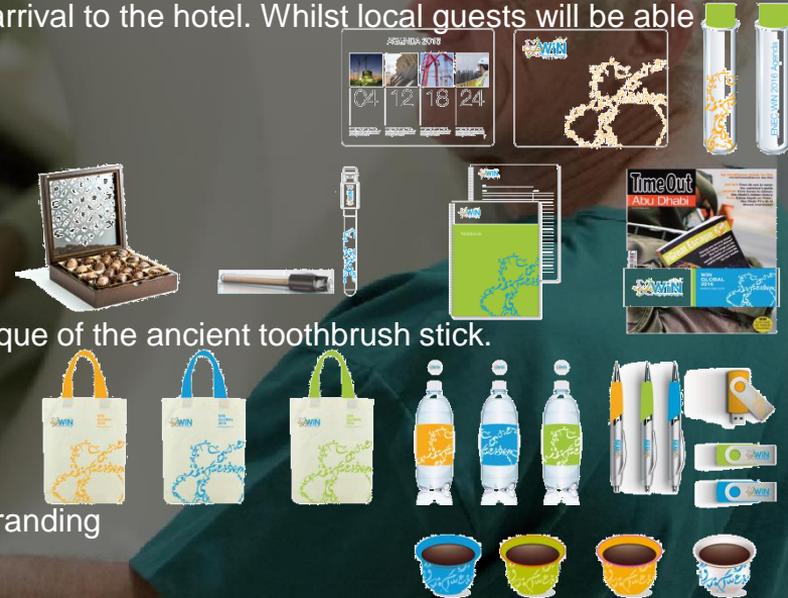


The Welcoming Kit

International guests will find their kits waiting for them in their rooms, on arrival to the hotel. Whilst local guests will be able to collect their kits upon arrival at the venue on the first day of the event.

A few things guests may find in their kits:

1. Agenda printed on card and rolled up into a clear tube
2. Beautifully bright branded traditional Arabic coffee cups
3. Chocolate covered dates
4. Toothbrush - Meswak: A product that modernizes the age-old technique of the ancient toothbrush stick.
5. Notebook
6. A copy of Timeout Abu Dhabi
7. Branded mint cards
8. The bag that carries them all: A fresh canvas bag with ENEC WiN branding
9. Branded water bottle to keep guests hydrated
10. Branded pens and USBs



After Conference Tours



Day 1 Tour: Al Maya Island Excursion and Sunset Cruise

Towards the end of day two, guests will go on an excursion to Al Maya Island and enjoy the sunsets on a beautiful cruise ship; the perfect way to end a busy day.

The programme will include:

- 5 x boat transfer (50 on each boat)
- Mock-Tail upon arrival on the island
- Pool and Beach access on the island
- Beach towels
- Beach activities (volley ball. football)
- BBQ dinner buffet
- Unlimited soft-drinks and water
- DJ and equipment on the island
- Resort Villa on island / changing room separate for the ladies and gentlemen

* This maybe subject to change



Day 2 Tour: City tour

Experience the Story of Abu Dhabi' in a luxurious 4x4 vehicle with an experienced guide, who will introduce you to carefully chosen highlights of the UAE's capital.

The program is divided into five essential chapters, the first chapter gives an insight to the Bedouin life and the desert as well as the traditional pearl diving activities, before moving on to the discovery of oil and development of the city. The third chapter will educate the group on the formation of the UAE and chapter four concentrates on Islamic religion and culture. The final part will leave guests well informed about the present and the future of the capital.

The city tour leads you along remarkable buildings featuring some of the most stunning architecture. The drive along the popular Corniche and the famous Abu Dhabi skyline, gives great picture opportunities. Enjoy Abu Dhabi's unique blend of culture and religion at the Sheikh Zayed Grand Mosque, the largest mosque in the UAE, marvel at the impressive chandeliers and the world's largest carpet consisting of more than 2 million knots. Glimpse into the past when visiting the Heritage Village, where you also can try henna painting or shop for fine traditional arts and crafts in the oriental market. Pass by the traditional markets in the Mina area, such as the date market, the Iranian Souq or the vegetable market before stepping into the future at Manarat Al Saadiyat. Head back to town with an unforgettable set of impressions.

Additional option – chargeable to delegate and can be booked and paid for via the website.

* This maybe subject to change



Day 4 Tour: Pearl journey

The programme will include:

A chance to hunt for real treasure – pearls!

Go on an exclusive sea trip to the Mangrove Forests; exploring its unique nature and learning with our Emirati guides about the history of the pearling industry in the Arabian Gulf region.

Tour Includes:

- Sea trip to Mangrove Forests.
- Cultural live session on the history of the UAE and pearling industry in the region.
- Oyster opening demonstration, each guest will explore how to open an oyster while searching for a live pearl. Should a guest find a pearl it will be theirs to keep as a momento of the experience.
- Traditional Emirati Food and Beverages.

* This maybe subject to change



Conference Award Trophy



The 24th UAE WiN Annual Global Conference Trophies

The trophy is made up of three “rings” that sit within one another to create a three dimensional model of the WiN Global logo. Every ring is beautifully crafted together and sit on top of a solid gold colored base. The winner’s name will then be etched into the base along with the city and the year.

A Each “ring” is a gold three dimensional design and cutout

B Gold colored based

C Winners’ names’, the WiN Global logo, City and year will be etched into the base.

* Design maybe subject to change.



Opening Ceremony





Opening Ceremony

The opening ceremony will combine several elements that will create a seamless link from Global to Local.

We will achieve this by combining a sand artist, traditional raqs sha'ar hair dancers, poetry and video.

Sand artist: Shayma Al Mughairy

“Our culture is based in the desert so we have a deep relationship with the sand... the desert sand here is very pure and soft, it is like a powder.”

Together with a poetry reading in Arabic and English, the show begins with one of the UAE’s sand animation masters; Shayma Al Mughairy. Completely self-taught, Shayma agrees that the desert sand from the UAE is the best sand for her work, creating beautifully intricate scenes that tell a story.

However, in a change from the normal way in which sand art is used, we will commission a sequence of scenes that link the chapters of our ceremony.



Opening ceremony video

SAND ART INTRO

The ceremony will commence with our sand artist on stage, with the sand table projected live onto our large video screen.

She will begin by forming the WiN Global logo, and subtly transforming this into a map of the world, before highlighting a variety of locations around the world.

CHAPTER 1

At this point, video will take over, dissolving from the live sand image into a short highlights piece featuring key news and events from WiN Global Conference.

SAND ART INTRO

At the end of this sequence, we dissolve back to the sand image, and a second sequence that brings us back to the global map, and ends by focussing in on Austria.



Opening ceremony video

CHAPTER 2

We then dissolve back through to video, with a montage of the highlights of the 2015 conference in Austria.

POETRY

Following this symbolic moment, the sand art would continue, accompanying the live reading of a carefully selected Emirati poem, performed live and translated on screen.

FILM

This would immediately be followed by a final segment of film, highlighting key features of Abu Dhabi from a tourism and heritage perspective.

FINALE

The finale to the ceremony would be the arrival onstage of the traditional raqs sha'ar hair dancers, providing a dynamic energetic finale to the ceremony



Gala Dinner



Entertainment: Al Ayala dancers

Ayalla dancers bridge the pre-function space to the main gala dinner space. Once all guests have arrived, the Ayala dancers and drummers welcome them and open the pathway to the main gala dinner area.





Gala Dinner Pre-function area

Guests will be welcomed with traditional hospitality, with drinks and snacks, as well as traditional music. A number of traditional Bedouin tents will showcase a range of crafts, including Henna, and gifts for our guests



Arabic activities could include:

Arabic coffee and date server

- Fishing net maker
- Fishing boat maker
- Gargoor maker
- Burqaa making lady
- Embroidery lady
- Cooking lady (bread or sweet)
- Henna lady
- Falconer
- Arabic Calligrapher



Main Gala Dinner space

At the far end of the dining space will be a stage, backed by a larger version of the Dhow sails that define the space.

This sail will be lit with similar gently moving lighting projections, whilst the stage is set for the band who will provide the background music during dinner



Entertainment: during dinner

DuOud Consisting of two very talented oud instrumentalists, Smadj and Mehdi Haddab, DuOud blend their North African heritage with the latest Western technology. The pair builds a musical cycle that looks to their roots while absorbing and morphing contemporary music styles. From electronic break beats, and jazz grooves to metal guitar.

The duo mix the North African lute with electronic technology with such an imaginative freedom that it sets them apart from their contemporaries.

The combination of the warmth of the acoustic instrument and electronic saturation allows their music to hover between tradition and futurism, with varying moods ranging from surf kitsch to contemporary groove.

Alternating “classical” Arab music and personal compositions DuOud create a new type of sound altogether; fitting into the underlying theme of the event



Entertainment

The culmination of the evening will be a dramatic performance on the stage in front of the sail.

We will introduce Shamma Hamdan, or another local young singer, to perform a carefully selected song

Without our audience noticing, she will step onto a lift that is built into the stage.

Then, as she begins to sing, the lift will begin to rise.

Her dress will be specially made to take up the entire stage, and as she rises, we will project beautiful animated calligraphy onto her dress.

As she gets higher, we will lift the material of her outer 'skirt', so that it becomes a circular screen with her at the center, creating a stunning final picture.





DJ Aliya

At the end of the formal part of the evening, we would suggest that our guests may want to stay and party. The DJ would come to the stage and the lighting and projection would change the mood from a traditional feel to a more contemporary club feel.

Our Female DJ/MC speaks Arabic and English, she has worked with all the Major GCC brands and organizations including F1 Abu Dhabi, Toyota, TV stations and played at events all over the country.



**Visit to Barakah
Nuclear Power Plant**



Technical site visit: Barakah Nuclear Power Plant

- On Day 4 of the Conference a Technical Site visit will be arranged by ENEC WiN Team to the BNPP in the Western Region.
- All logistics and support for the transportation to the site for the delegates will be arranged.
- Coach Transfers will be provided for the delegates who will either return by coach after the technical visit to Abu Dhabi and the main conference location or take the 4x4 Transfers for the afternoon Pear Journey and dinner