

Hello, we are eventkraft.

experience design & event studio
committed to **doing things that work**



01 **Who we are**

02 **What we do**

03 **How we work**

04 **How we can help**

At eventkraft, we turn moments into memories.

We create dynamic experiences through targeted ideas, expert execution, and a commitment to crafting immersive events and digital platforms.

Who we're

Who we're

Our team eventkraft

We're a collective of thinkers
and doers with unique skills
united under a **shared vision.**

We extend beyond our core team to tap into
a broader network of creatives that scale to your needs.

eventkraft.



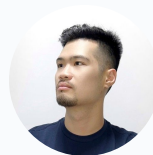
Oya
Co-founder &
Creative
Coordinator



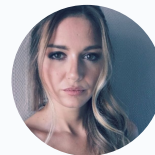
Ali
Co-founder &
Event coordinator



Yase
UX Design
Expert



Henry
Experiential
Designer



Hilal
Marketing
Coordinator

Our team, introduced



Oya has been involved in diverse design and space projects across the globe, in Istanbul, Singapore, Spain, Switzerland, Chile, United Kingdom, United States, Hong Kong, Malaysia, United Arab Emirates, and Qatar helping world-class customers undergoing digital transformation and innovation.

Her industry experience spans EV cars, digital banking, and insurance, mining, education, event management, community building, digital transformation of physical spaces, and fintech.

Space Projects

SHF Foundation: UAE National Day 2023

Developed activity and physical activation concepts aligned ND52nd *Sustainability Theme* for “UAE National Day 2023” catering to diverse user groups. Established guidelines and sketches as an output to ensure alignment for all government entities involved.

Qatar Free Zones: Investors' Journey

Worked as a lead for reimagining QFZ investor onboarding, redesigning the space for intuitive wayfinding, easy collaboration among teams, creating rituals to enhance learning and networking. Conducted user research to build digital strategy, and developed samples of outputs that illustrate the design principles along the entire journey.

AREA 2071: Reimagining space for Collaboration

As the lead service designer, conducted user research and guided co-creation workshops to discover new ways of collaboration among government entities, incubators and startups. Identified space requirements for both physical and digital spaces to effectively convey the narrative of the environment through 3D & animation.

Changi Airport: Singapore: Rethinking Retail Experience

Conducted research to understand how to make Changi Airport Visitors to spend more time in the Retail space. Based on the insight we collected, done co-creation workshops to create actionable experiments where digital meets physical.

Digital Projects

Dubai Cultural Tourism: Education Portal

As the product design lead, led a team of designers to design a scalable, interactive e-learning platform that offers an individual & collective experience consisting of videos, quizzes and activities.

TOGG: EV Car: Interactions and Concepts

As the UI Design Lead, developed a mobile strategy, developed concepts around the interaction between screens and designed screens for the drivers' first time experience. Built the design language system and developed mobile strategy.

Petronas: Well Management Portal

Defined the challenges faced by upstream engineers, created a new digital look and feel for a well management collaboration tool. Visualized well data into an easy-to-understand dashboard to increase efficiency and foster a more collaborative working environment.

AIA Insurance: Digital Strategy and Conceptualization

Visualized a framework for how current, future products and services should be brought together from multiple apps and portals into a seamless, user-centric experience. To understand the business objectives and user needs, ran a research across 3 markets in Asia.

BHP Billiton: Data Driven Dashboard

Took part as a visual and service designer for designing a holistic dashboard that consolidates data from mine to market. Analysed different data types as a basis and translated these to multiple platforms.

Other clients include **UAE Government Portal, UBS Bank, Rio Tinto, YKB, Isbank, Akbank, Engie, Vodafone Arena**, startups; **Midas, beams, Fabrikator, Savvi, Panda Network, CareOncology**, and many others.

Oya Metin
Creative Lead

Service & Product
Designer



Ali has been involved in diverse events. Ranging from launches and conferences to music festivals and experiential marketing activations. He managed from conceptualization to execution of large-scale events. He loves collaborating closely with clients to understand their objectives and translating them into creative event strategies.

Event Direction and Tour & Production

100th Anniversary Izmir's Liberation

As the Hospitality and Tour Manager for the 100th-anniversary celebrations in Izmir, coordinated the hospitality and tour arrangements for the event, overseeing the comfort and needs of the team

Halsey @Istanbul

In the role of Project Manager for Halsey's concert in Istanbul, orchestrated a hospitality and tour plan, ensuring the artist and their team felt welcome and well-cared-for throughout their stay. Managed the logistical aspects of the tour, contributing to the success of the event.

International Beşiktaş Festival 2022

As the Event Manager for the Beşiktaş Festival concerts, theater, film, and installations, played a key role in organizing and overseeing the diverse program elements. This involved managing logistics and coordinating performances.

İstanbul Marketing Summit & Awards (2019–Present)

In the role of Event Lead for the İstanbul Marketing Summit & Awards, led and oversaw the planning and execution of this gathering. Did event coordination, speaker and brand management, and gave an overall event supervision.

LP on Tour @İzmir @Istanbul

As the Project Coordinator for LP's concerts in İstanbul and İzmir, oversaw the detailed planning and execution of the tour. Responsibilities included coordinating events, managing tour – production, and ensuring a smooth and successful experience for both the artist and the audience.

Project Coordination & Advisory

UEFA Champions League Finale @Istanbul

In the role of Project Advisor for the UEFA Champions League Finale in Istanbul, provided strategic guidance to ensure successful planning and execution.

Fanta Fest 2023

As the Event Director for Fanta Fest, contributed to a event across 10 cities in Turkey. During this journey, I played a role in conceptualizing and overseeing the execution of the event, traveling across the country to ensure its success. I worked on the event strategy, coordinations, and gave direction to ensure the event mirrored the brand's image

Congress for Future's Economy 100th Anniversary @Izmir

As the Head of Project for the 100th-anniversary edition of the Congress for Future's Economy , led the comprehensive planning and execution of the event which involved overseeing production details, coordinating operations.

Vivo V23 5G – Product Launch

As the Project Lead for the launch of the Vivo V23 5G, took charge of planning and executing of the product launch event. This involved coordinating various elements, such as venue selection, production management, and media engagement.

Bozcaada Caz Festivali w/Paribu

As the Project Lead for the Bozcaada Jazz Festival in collaboration with Paribu, led the planning and execution of the festival for Paribu. Responsibilities included coordinating performances, managing logistics, and crafting a vibrant and enjoyable experience for festival-goers.

Other projects include **The Museum of The Moon, OnGame Istanbul, İnsana Saygı Ödülleri @Kariyet.net**, and many others.

Ali Ergin Koşar
Event Lead

Organizer & Project
Manager

What we do

**eventkraft is a one-stop solution
specializing in crafting experiential
events and brand activations that
make a difference.**

Event Services

From ideation to execution, physical or digital experiences for brands

Brand Strategy

Concept & Storyboarding

Branding & Visual Identity

3D & Experience Design

Event Production

Project Management

Digital Services

Backed by research, and driven by creative direction, native & web applications

Digital Strategy

Design & Prototyping

Creative Direction

Research & Testing

UI & UX

Digital Design Systems

What we do

We design user-centric events.

We've designed and executed events that drove significant impact. We partner strategically with select brands, ensuring we connect them with the right target audience

Some brands we've worked with



PARIBU



vivo

kariyer.net

DUBAI
Culture الثقافة



EDIS

We specialize in curating interactive and immersive events across diverse domains.

- **Pop-Up Events & Customer Engagements**
- **Corporate & B2B Gatherings**
- **Government & Corporate Celebrations**
- **Press Events & Product Launches**
- **Entertainment Experiences & Digital Installations**
- **Experiential Marketing & Brand Activations**

And we make sure your experiences work in both physical and digital landscapes, keeping things consistent.

We merge our digital expertise with our event activations, ensuring a fusion of online and offline experiences. From innovative digital platforms to experiential events, we craft immersive experiences that drive engagement.

- **Digital platforms**
- **Interactive walls into live events**
- **Virtual reality experiences**
- **Digital solutions for attendee engagement**

Additionally, our startup consultancy services leverage digital tools and strategies to empower emerging businesses, from branding to digital tools

How we work

We go on a collaborative journey with you to create experiences that resonate with you and your target audience.

We begin with early concepts and see them through to complete implementation

01

Learn through service design

We identify your audience's needs, aspirations in the context of creating events that are aligned with brand's values.

02

Leverage the skills and expertise within our broader network of creatives

We carefully select professionals who integrate with our core team to meet the requirements of the project.

03

Define models of engagement

We understand the needs and strategize the technical aspects to bring our design concepts to life.

04

Work with experienced executors

We pick from our solution partners to execute our ideas that are crafted by our core team.



Understand

Framing the need

We first understand your vision, goals and brand, we place your target audience at the heart of our process. We work closely with you to ensure alignment with your specific objectives.

Qualitative or Quantitative Research
Research Report
Guiding Principles
Brand Analysis



Define

Synthesizing insights

We come up with event concepts, create quick prototypes blending physical digital touchpoints to test with your target audience. Together, we decide how to move forward.

Concepts with 2D Sketches
Prototypes
Engagements Map
Budget Management



Create

Clarifying design direction

We decide on the concepts and form visuals, lights and sound that reflect the brand. Then, design the physical space and develop plans covering logistics, timelines, with a execution strategy.

3D Plans
Detailed Execution Plan
Creative Direction & Design
Layout & Venue Design
Production Design



Execute

Executing

We execute on the event day, managing logistics, flow, and addressing any challenges that may arise.

Event Management
Production & Technical Management
Venue Coordination
Operation & Site Management
Show Direction

Our works



Ajman 2030 Vision Launch in UAE

How might we craft an immersive experience for the launch event of Ajman 2030 vision, driven by a dedicated commitment to reconnect, recap, and vividly articulate the essence of our transformative vision?

SECTOR	YEAR	SERVICES
Government	2023-2024	Concept design and event consultancy





Our team brought the Ajman 2030 Vision document to life in an event attended by 300 guests, including VVIPs and Media. The goal was to showcase the potential of the vision and that is designed for the people.

The event positioned Ajman as a dynamic and progressive Emirate, showcasing its aspirations for transformation. Through immersive zones, we emphasized the need for change and the community's role in shaping the future.

Starting with a thorough analysis of the vision document, we set design principles aligned with its objectives. Each area was carefully crafted into distinct zones, creating a seamless flow for guests as they explored the event space.

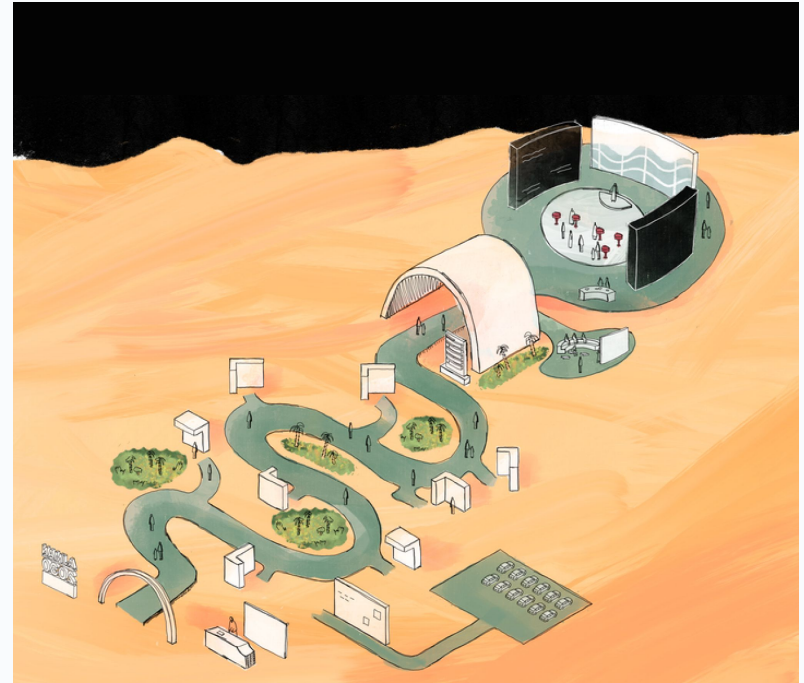




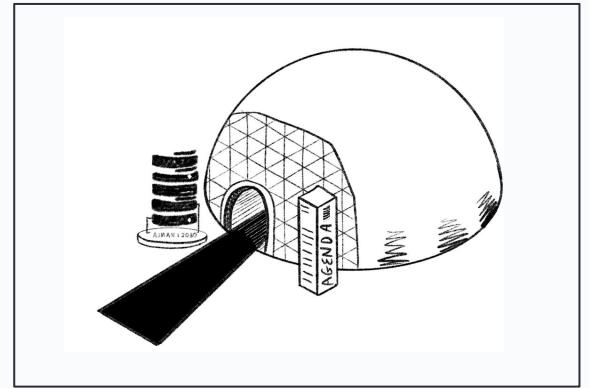
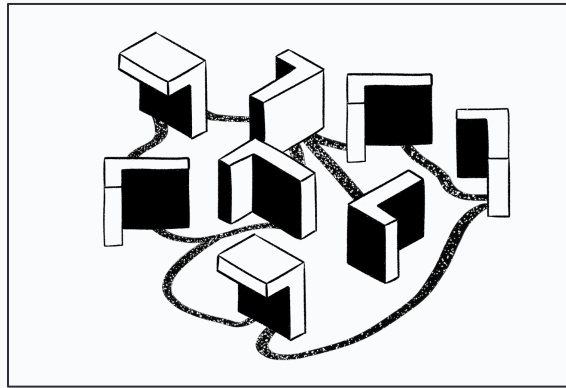
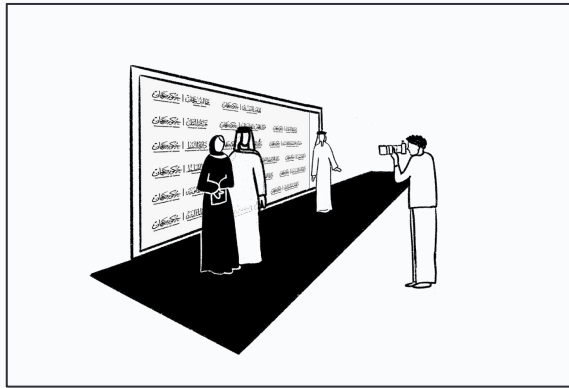
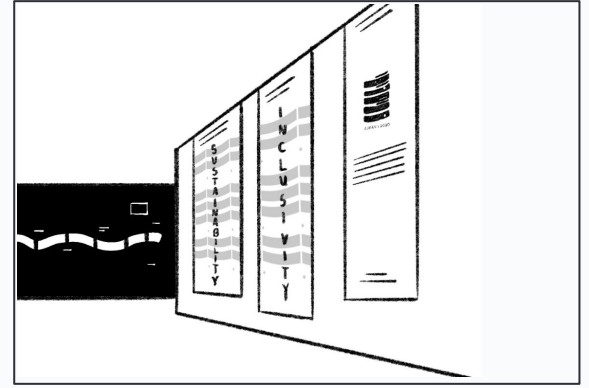
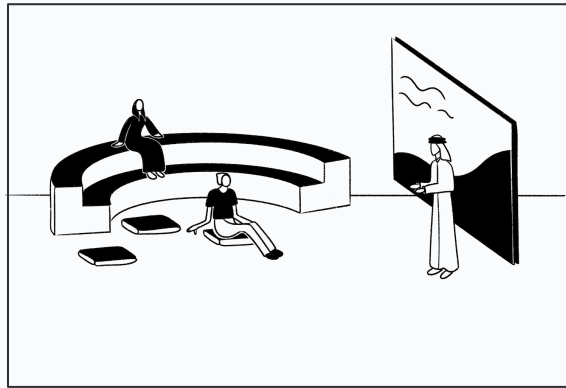
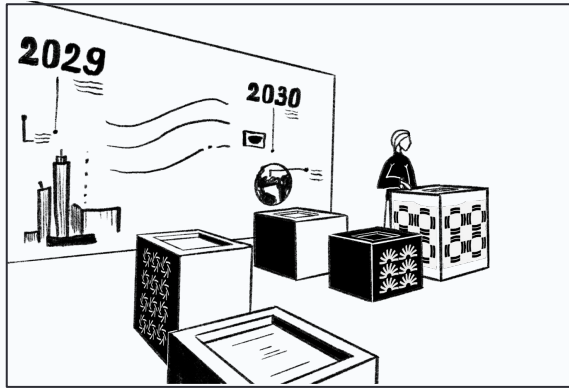
To personalize the shared event experience for VVIPs and media, we crafted unique itineraries guiding them to relevant zones.

The "Experience & Feel" zone took center stage, featuring interactive booths showcasing collaborative government projects.

Community members hosted each booth, sharing personal stories and insights that fostered a deeper understanding of these initiatives. Further boosting engagement, ideation stations encouraged guests to contribute ideas for bringing transformative initiatives to life.



Recent Work Media Launch





Working closely with our production partner, we made sure everything fits smoothly into the event space. These ideas came to life under our supervision which is a valuable showcase of our collaborative work.





AREA 2071

Located in the Emirates Towers in Dubai, AREA 2071 is a co-creation space bringing together high-potential individuals in government entities, companies, startups, and forward thinkers from all around the globe in order to spark ideas that will transform the future. Building on ATÖLYE's community-centric approach, our project for the space aimed to amplify AREA 2071's growing innovation culture and share its stories with the rest of the world through architectural design and strategy.

Guest Journey

EXPLORE

1 | Have a great first impression



CONNECT

6 | Leave a mark by sharing experience

Host Journey

EXPLORE

1 | Appreciate the vibrancy of the environment



CO-LEARN

6 | Leave a mark by enabling collaboration

Resident Journey

EXPLORE

1 | Get excited to co-create the future



CO-LEARN

6 | Leave a mark by sharing experience

VIP Journey

EXPLORE

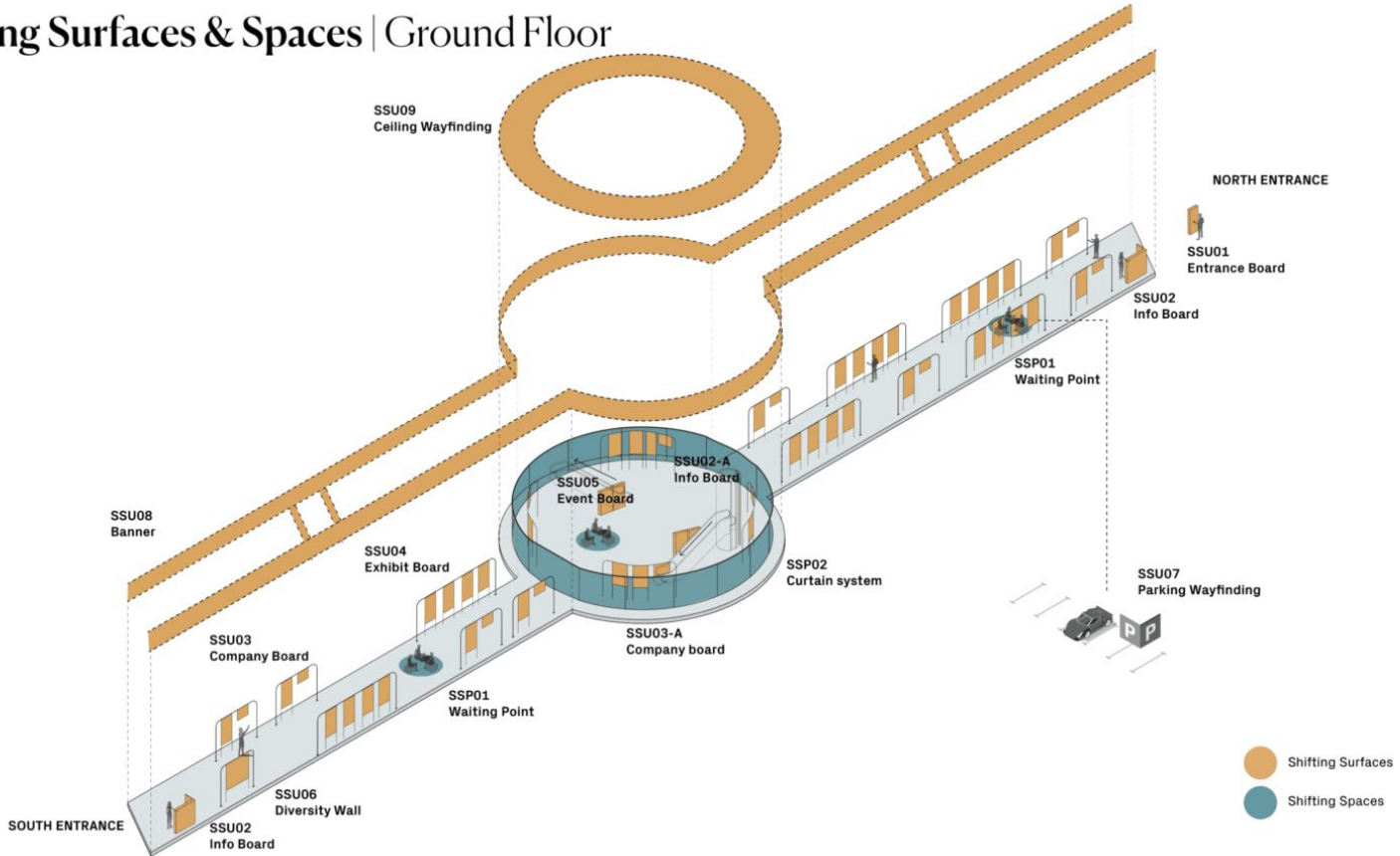
1 | Have a great first impression



CO-LEARN

6 | Leave AREA 2071 with a last handshake

Shifting Surfaces & Spaces | Ground Floor





Intangible Cultural Heritage Education Platform

How might we create inviting and interactive learning experiences that enable children to embrace the cultural heritage of the UAE and pass it on to future generations?

CLIENT

Dept. of Culture&Tourism, Abu Dhabi

SERVICES

UX&UI Design, Game Design

LINK

ich.ae

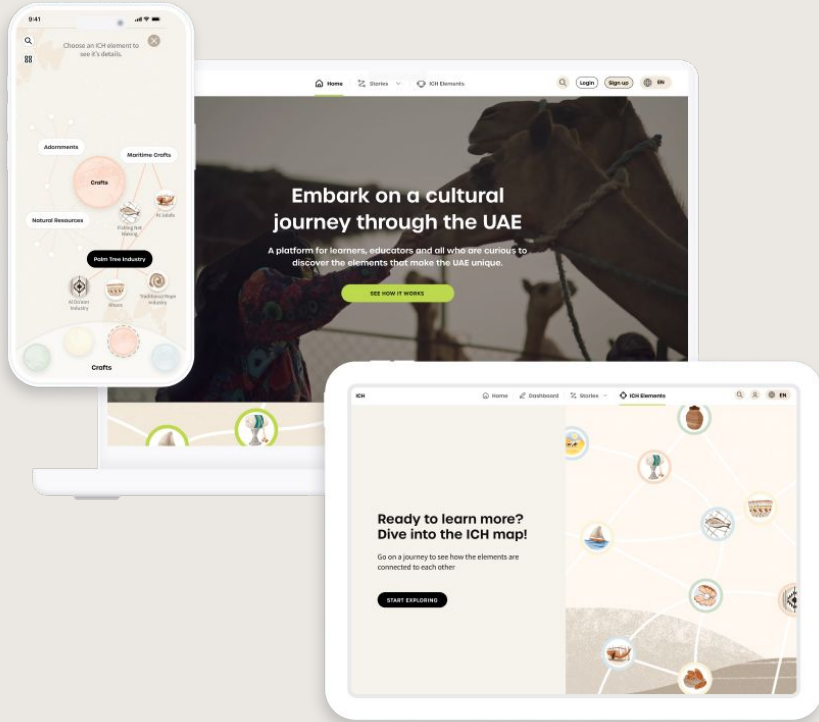
34 Elements of UAE Culture

UNESCO has designated these as exemplars of our intangible cultural heritage. Do you know them all?

DISCOVER ELEMENTS



Recent Work | Intangible Cultural Heritage



We built a bilingual educational platform that brings **UNESCO** heritage elements to life for learners and educators. We led the design and development of the digital experience, collaborating closely with a team of content creators, developers, digital designers, and filmmakers.

We redesigned the existing curricula focused on heritage elements through a flexible and user-friendly interface that caters to all age groups and learning styles.

Recent Work | Intangible Cultural Heritage

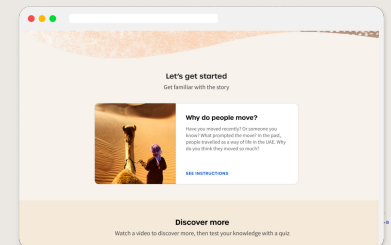
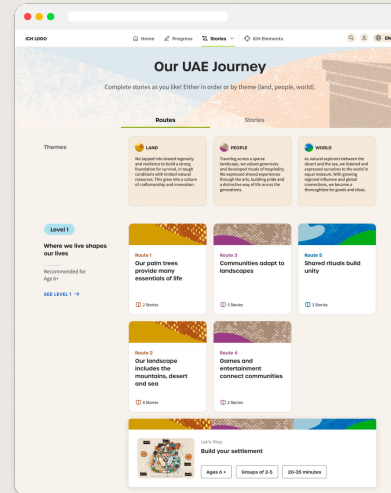
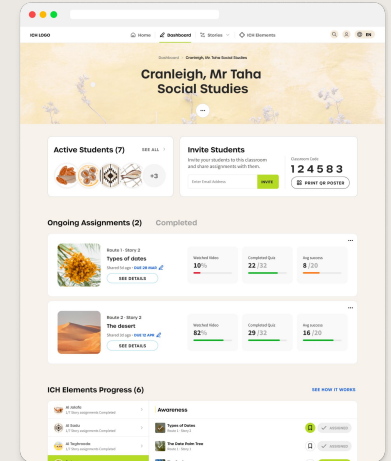
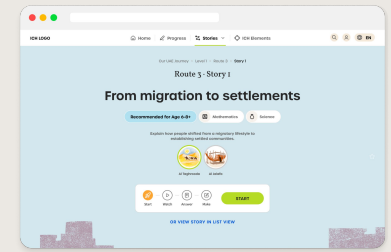
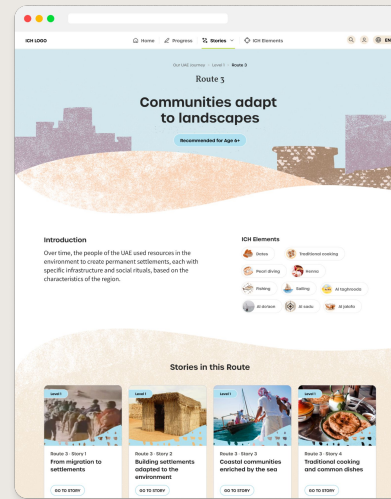
We prioritized user experience through a research-driven iterative design process

Recognizing the diverse needs and behaviors of our user base, we developed detailed user journeys for all user types.

Through user testing with UX prototypes dedicated to these distinct groups, we gathered insights that guided our iterative design process. We continuously refined our designs to better serve our audience.

SERVICES PROVIDED

Ideation Workshops, User Journeys and Wireframes, High Fidelity Prototypes, UI&UX Design, Game Design, Development Consultancy



How do I start my ICH Journey?

LEARNER

- Discover ICH elements and learn more about them
- Discover ICH elements and learn more about them
- Discover ICH elements and learn more about them

LEARNER

- Discover ICH elements and learn more about them
- Discover ICH elements and learn more about them
- Discover ICH elements and learn more about them

Testing with our users as we go

Version	Feature	Tested	Feedback
1.0	Home page	Yes	Good
1.0	Search	Yes	Good
1.0	Profile	Yes	Good
1.0	Settings	Yes	Good
1.0	Help	Yes	Good
1.0	Feedback	Yes	Good
1.0	Privacy	Yes	Good
1.0	Terms	Yes	Good
1.0	Accessibility	Yes	Good
1.0	Security	Yes	Good
1.0	Performance	Yes	Good

GENERAL USER

How do I explore ICH Elements?

This guide is here to help you explore the ICH elements and learn more about them. It includes a list of elements and detailed views of specific elements.

Discover ICH Elements

- Discover ICH elements and learn more about them
- Discover ICH elements and learn more about them
- Discover ICH elements and learn more about them

Discover ICH Elements

- Discover ICH elements and learn more about them
- Discover ICH elements and learn more about them
- Discover ICH elements and learn more about them

STUDENTS

How do I complete a story?

This guide is here to help you complete a story. It includes a list of stories and a completed story.

Complete a Story

- Complete a story and learn more about it
- Complete a story and learn more about it
- Complete a story and learn more about it

Complete a Story

- Complete a story and learn more about it
- Complete a story and learn more about it
- Complete a story and learn more about it

TEACHERS

How do I track my classroom's progress?

This guide is here to help you track your classroom's progress. It includes a list of students and a completed progress report.

Track Progress

- Track progress and learn more about it
- Track progress and learn more about it
- Track progress and learn more about it

Track Progress

- Track progress and learn more about it
- Track progress and learn more about it
- Track progress and learn more about it

Istanbul Marketing Summit

Istanbul Marketing Summit, an annual gathering of marketing leaders, is a dynamic platform where industry experts converge to share insights and delve into trending topics. Collaborating closely, we transformed the overall experience, enhancing engagement through strategically designed exhibition booths.

SECTOR
Marketing

YEAR
2023

SERVICES
Experience Design, Events Operation & Production



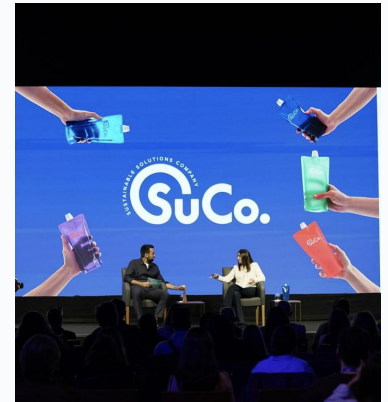
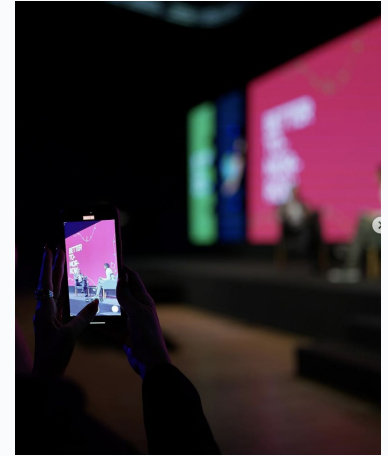


Teaming up with Home of Dreamers, we co-crafted the Istanbul Marketing Summit and Awards. Over three full days, our dedicated team curated an immersive event experience.

Each day featured expert speakers addressing emerging topics, accompanied by strategic brand material distribution for promotion, interactive Q&A sessions and a number of booths featuring our collaborative partners to increase audience engagement.



Recent Work | Istanbul Marketing Summit





MediaMarkt LightHouse Project

How might we turn Mediamarkt's light store into a dynamic space where communities come together throughout the year, discover new products in experience areas and stay up to date with the latest technological innovations?

SECTOR
Retail

YEAR
2023–...

SERVICES
Conceptualization of 24 ideas





Our vision was to invite visitors to experience the spotlighted products while enjoying the immersive experiences. We paired each product category with the right target audience and special days.

We started with understanding store visitors and, later, we curated experiences tailored to these diverse user groups. Guided by our experience principles, we delivered on-brand experiences which we will, then, execute ideas in the following year.

In collaboration with *Perfection Istanbul agency*, we crafted a yearly plan for MediaMarkt's Lighthouse store where we added socializing, entertainment, and special days into the retail narrative.





We utilized a cross-channel combo strategy of experiential, social, and influencer partnerships to bring our concepts to life.

A social extension of events are added to engage a diverse group of influencers to promote the brand and raise brand awareness.

23 Nisan Ulusal Egemenlik ve Çocuk Bayramı Konsept 2

Dublaj Öğreniyoruz



Bu deneyim alanı çocuklara dublaj dünyasını keşfetme ve sevdikleri çizgi filmlerin birer parçası olma fırsatı sunar. Mağazada kurulan dublaj stüdyolarında gerçekleştirilen bu etkinlik, çocuklara eğlenceli ve interaktif bir deneyim yaratmayı amaçlar.

Marka işbirlikleri

Dublaj stüdyoları, mikrofon, ses sistemi

Influencer işbirlikleri

Dublaj sanatçıları

eventkraft.

Bu konsept "Dünya Tiyatrolar Günü" ve "23 Nisan"da da kullanılabilir.

eventkraft

Deneyim Öncesi:

Çocuklar, gerçek dublaj stüdyolarını ziyaret eder. Profesyonel dublaj sanatçıları ve teknik ekip stüdyonun nasıl çalıştığını anlatır ve meraklı çocuklara stüdyo ekipmanlarını tanıtır.

Deneyim Sırası:

Çocuklar, sevdikleri çizgi filmlerden seçilen kısa sahneleri izler. Ardından, profesyonel dublaj sanatçıları, çocuklara temel dublaj tekniklerini öğretir. Çocuklar, seçtikleri sahneleri stüdyo ortamında seslendirirler. Eğitimciler, çocuklara rehberlik eder ve onlara deneyimlerini daha da geliştirmeleri için geri bildirimde bulunurlar.

Deneyim Sonrası:

Seslendirmeler, stüdyo ekipleri tarafından montajlanır ve dev ekranlarda çocukların performansları izlenir. Etkinliği başarıyla tamamlayan çocuklara, "Dublaj Yıldızı" sertifikaları ve etkinliğe özel hediyeler verilir.

Anneler günü Konsept 3

Kendine Sağlıkla Bak



Bu alan üç farklı bölümden oluşur; masaj ürünlerini içeren bir rahatlama alanı, VR ile yönlendirmeli nefes egzersizlerini ve meditasyon deneyimini içeren kapsüller ve şehir manzaralarının büyük ekranlarda gösterildiği dinlenme alanı.

Marka işbirlikleri

Medisana, Dyson, Revlon, Oculus, DJI, Samsung Frame TV

Influencer işbirlikleri

Wellness alanında deneyimli influencerlar: Meditasyon, yoga, masaj

Bu konsept "İçik Günü" veya "Sağlık Haftası"nda da kullanılabilir.

Gençlere Özel Konsept 4

İşitsel İnteraktif Deneyim



Sınırlı kişinin katılabildiği sürükleyici bu işitsel deneyimde katılımcılar kulaklıkla bir hikayenin gizemini çözmeye çalışır. Katılımcılar ilgi çekici sesler ve öğretici ipuçları eşliğinde mağazanın çeşitli alanlarını gezer ve her alanda hikayeyle ilgili yeni bir detay öğrenir.

Marka işbirlikleri

Bose, Samsung, Harman Kardon, Apple

Influencer işbirlikleri

Sanem Gençalp: Yazar & Oyuncu, Ahmet Sarsılmaz: Dublaj Sanatçısı

Henry's, our creative artists, work has been showcased in Singapore, Hong Kong, Sydney and London. As both an artist and technologist, his work is motivated by the transformative power of beauty and art, using illustrations, motion graphics and 3D generative art to render new ways of seeing the world's problems.





How we can help

Our event services feature customizable packages, allowing you to select each stage based on your specific requirements

Creative design & direction

Ideation and concept development based on user flows, along with production ideas for visual and technical aspects. Hands-on as supervisors throughout the production phase.

Digital design & innovation

Writing content for the experiences and designing all graphic and digital materials that align with your brand.

On-site application

Implementation and execution of planned concepts, and technologies at the event venue. (Tech may involve mobile applications, interactive displays, or other digital solutions)

On-site event management

Overseeing and orchestrating of the event; coordination, execution of planned activities, managing vendors, addressing challenges, and providing on-the-ground solutions.

Thank you 😊

Looking forward to working together

eventkraft.co