



B E Y O N D

E N T E R T A I N M E N T

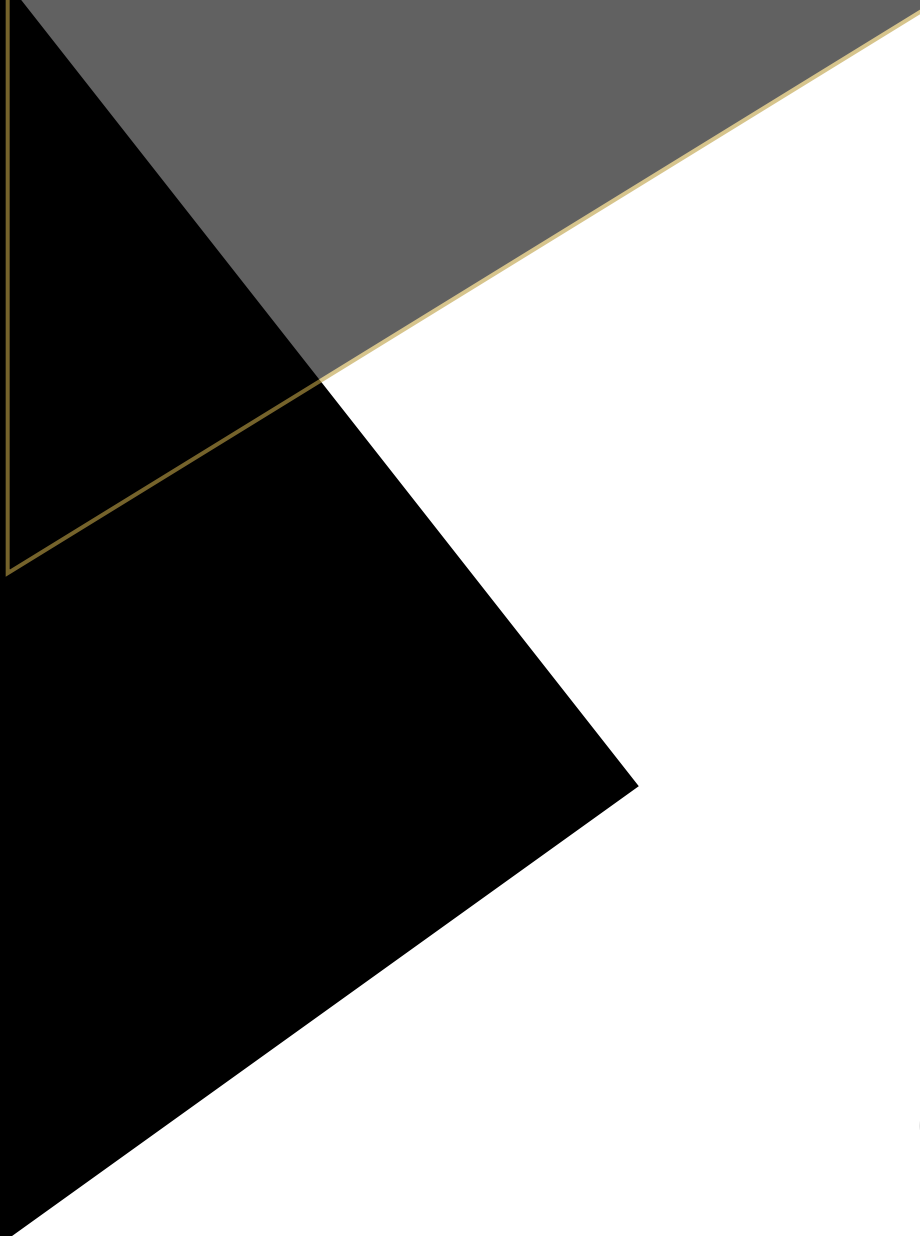


WE CREATE EVENTS

AND EXPERIENCES THAT
BECOME LASTING MEMORIES!

INNOVATIVE, UNIQUE CREATIVE
AND MEMORABLE HIGH END

Experiences...



C O N T E N T

BEYOND HISTORY

OUR GOAL

OUR WORK

OUR SERVICES

ABOUT US

THE STORY OF THE WORLD CLASS EVENTS MANAGEMENT COMPANY STARTED IN 2006

Beyond Entertainment was established in 2007 by Tamer Banna, who has embarked on a new journey full of adventure and filled with passion, devotion and unwavering determination. We started small and little by little evolved to the next level with steady steps towards success.

Our mission to revolutionize Cairo's events and party scene began with a Halloween party at the Nile Towers about a decade ago. Soon enough, our team's devotion and diligence led the way to organizing events at prestigious hotels and lavish venues in the country, hosting up to 3000 guests.

By time, our frequency changed as we progressed from only creating two or three events a year, to organizing weekly events throughout the year. All along, our team has developed excellent skills and won tremendous experience in developing concepts, managing onsite events, in promotion and marketing to be able to respond to our high-profile clients' needs.

In an effort to appeal to the taste of a diverse and discerning clientele, our company is committed to organizing extraordinary, innovative and selective events forged with passionate and highly curated services. Our operations include live music events, venue operations, sponsorship, and advertising sales in accordance to PR activities.

It is the many years of experience that make us the ideal choice to create an event beyond expectations.



OUR GOAL

Our main goal is to introduce a new level of sophistication and entertainment that hasn't been seen before in private events and in the party scene in general. We are professional experts at organizing and executing any and all types of events. Whether planning of corporate events, conferences, holiday parties, red carpet events or private parties be it large or small, we can provide any and all needed aspects. Each event is exclusively and completely customized for individual needs of clients and guests.

Beyond is dedicated to very high standards and expects the same from all our carefully selected venues and productions.

We provide all needed knowledge and support at every moment of the event planning process.

For more Effective Planning Each division of Beyond Entertainment promises a mark for excellence, innovation, and a professional base that draws together special resources to deliver to our clients to meet their objectives.

CLIENTS





COMPANY SERVICES

CORPORATE EVENTS

SPECIAL EVENTS/WEDDINGS

ON GROUND ACTIVATIONS

VENUES MANAGEMENT AND COMMERCIAL
DEVELOPMENT

INTERNATIONAL SHOWS AND ENTERTAINMENT
BOOKINGS



IT'S ALL
IN THE...

Details

BEHIND THE SCENES

HOW WE
DO IT



Meet the Client



Set Goals



Research



Develop a Concept



Creative Concept
The Big Idea



Create a
Master Plan



Establish
a Budget



Shoot



OUR SERVICES

IF YOU WANT YOUR EVENT TO STAND OUT, YOU NEED TO CHOOSE A COMPELLING THEME THAT SETS YOU APART FROM YOUR COMPETITION

- Venue Sourcing, logistics & catering management (*contracts, permits, insurance, etc.*)
- Speakers/presenters (*identifying, confirming, logistics & management*)
- Production & Technical Support (*Staging - Lighting design- Audio-visual production*)
- Activities/entertainment (*DJ , Vocalists, International performers & live Special Shows*)
- Publicity/promotion (*online & off-line, e.g.,: Invitation, web page & online promotion; events calendars; printed programs; media relations; social media; etc.*)
- Registration (*online sign-up, payment and tracking; on-site sign-in, etc.*)
- Sponsors /partners management

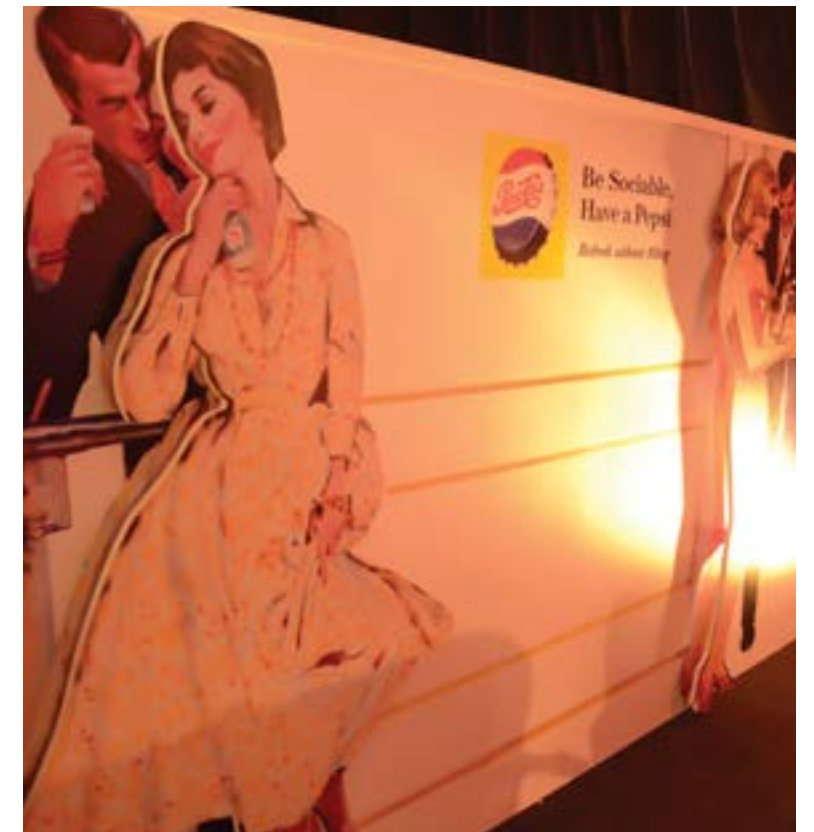


PLANNING & CONTROL

PRODUCTION MANAGEMENT & OPERATIONS MANAGEMENT

With our team of professionals of planning and control, we strive to deliver the most excellent services possible to suit all clients need.

Our ultimate goal is to ensure that all work flow on ground move smoothly at the required level of expertise. Various Techniques of production management are employed in service; process design, planning and control issues involving capacity and quality, and organization and supervision of the workforce.





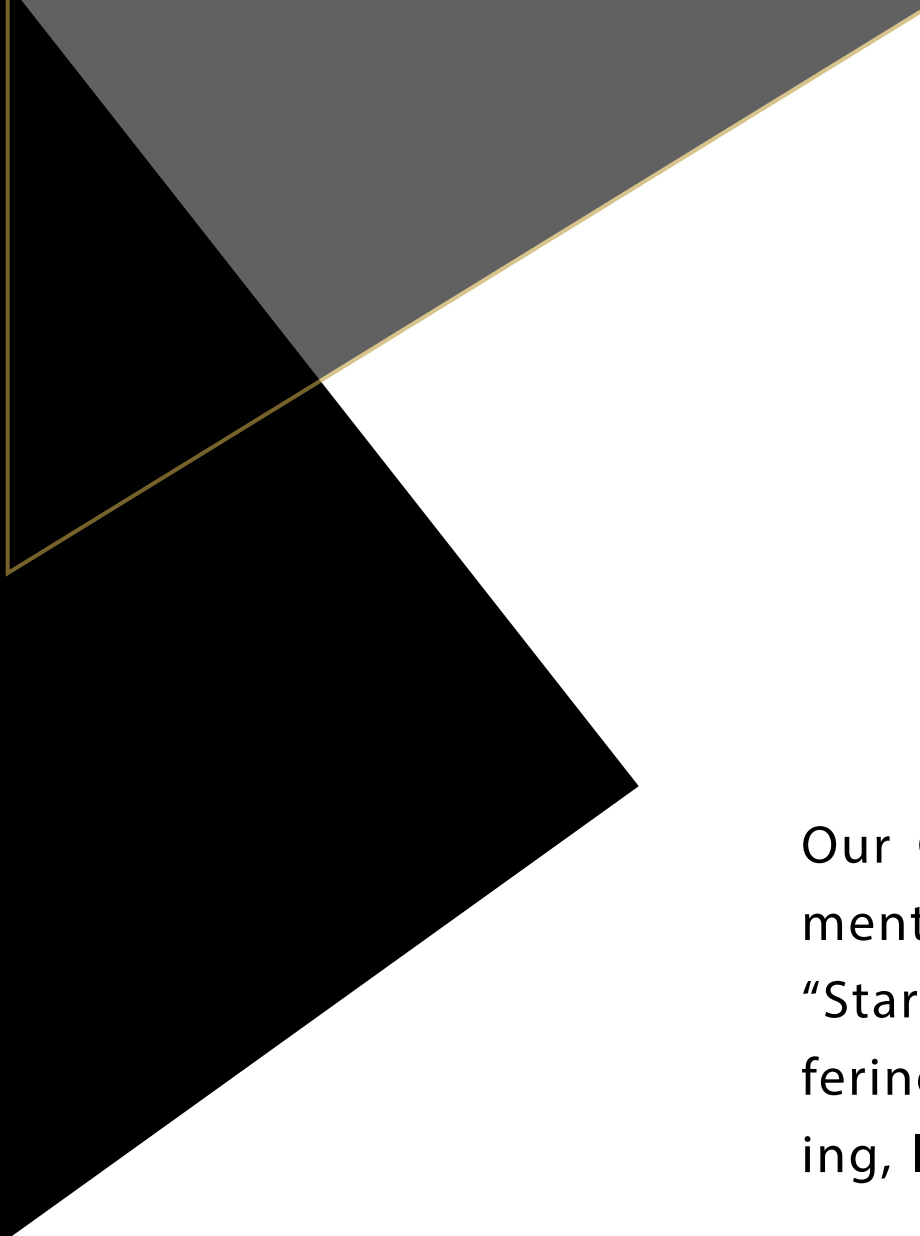
IT TAKES
REAL PLANNING

TO ORGANIZE
THIS KIND OF

Chaos



OUR WORK



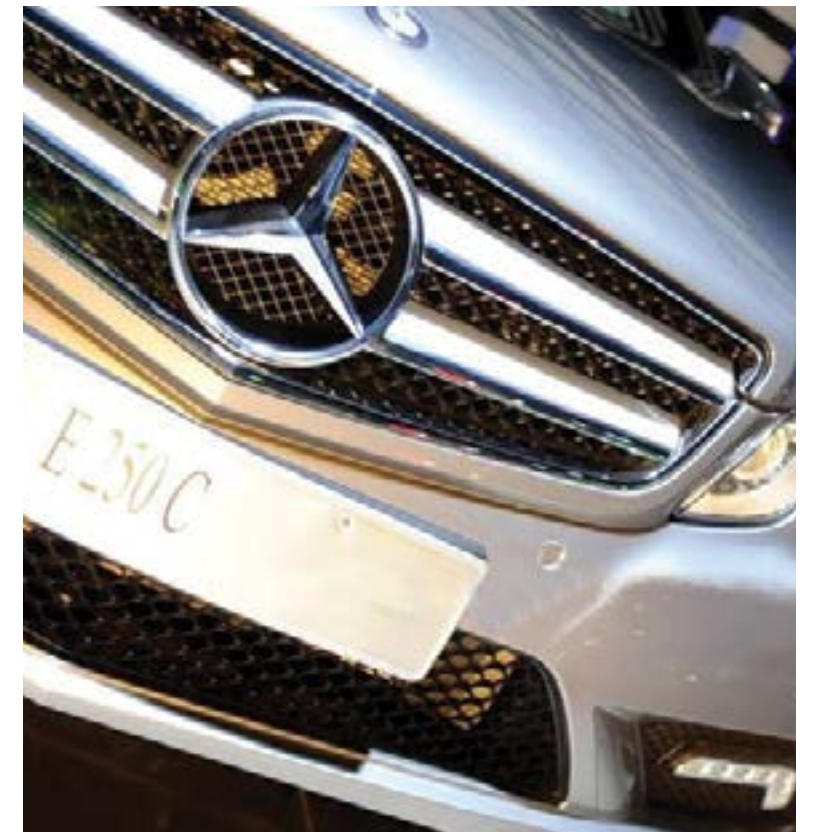
MERCEDES-BENZ «STAR LOUNGE»

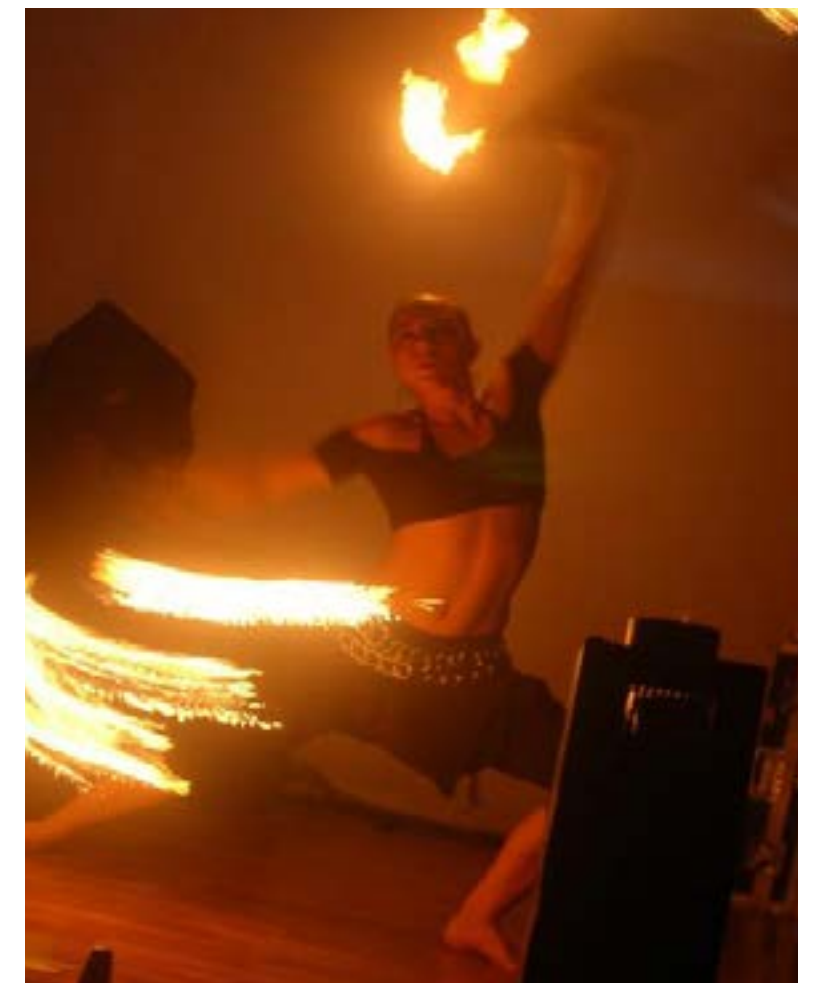
Our Company was responsible for the Creation, management, promotion and entertainment of the Mercedes-Benz “Star Lounge” (summer 2010). The concept consisted of offering our distinguished and chosen guests a new fascinating, lavish nightlife experience within a vividly artistic and refined atmosphere.

Throughout the whole summer we entertained our chosen guests with an exclusive variety of international acrobatic and GoGo dancers, Fire stunt artists and live performers. We hosted more than 6000 guests in 5 events Each weekend international artists flew in from all around the world may it be the UK, Spain, USA, Holland or Lebanon.



LAUNCH OF THE NEW SLS
"GULL WING"
FIRST TIME IN EGYPT





THE AUDI EVENTS



SHOWROOM LAUNCH EVENT

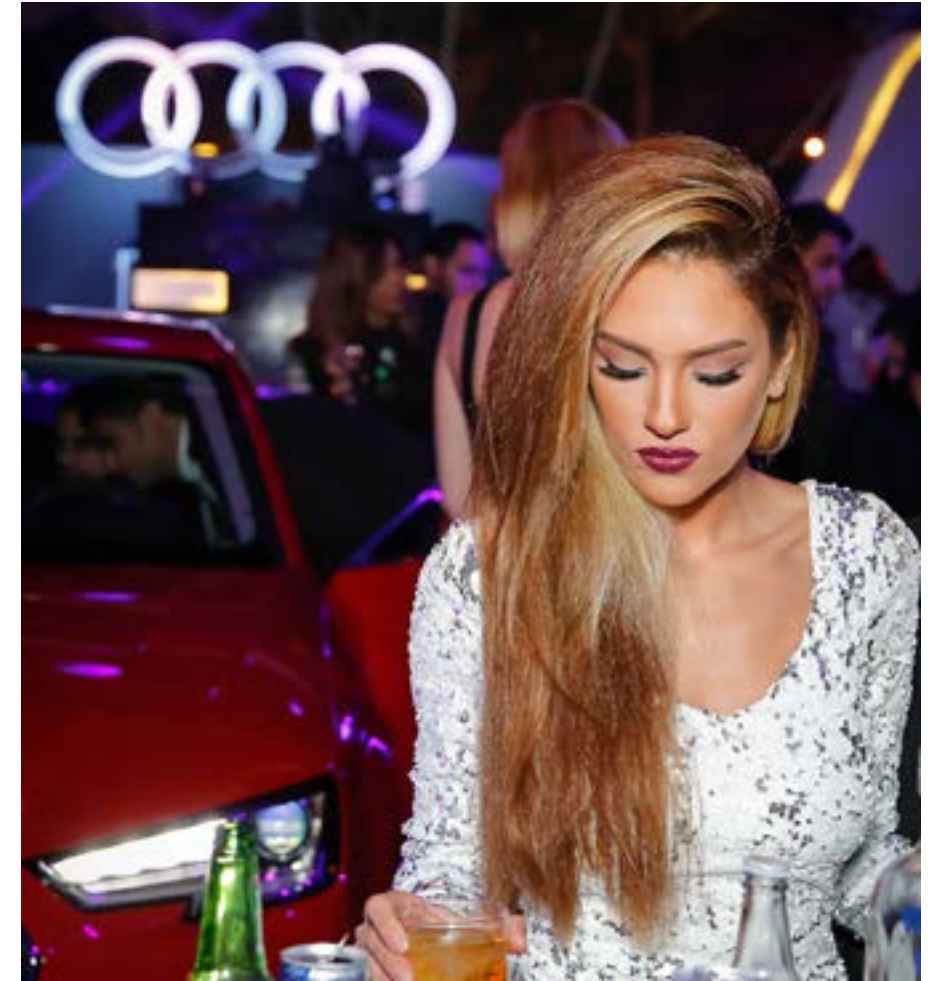


"The Audi Experience" was truly an unforgettable night. Our guests enjoyed a remarkable journey through the history of the Audi A4, inspired by the greatness and majesty of the Great Pyramids of Giza. Our senses were engaged with the new Audi A4 "State Of The Art" technology and the technical precision of the car's high standard and distinctive design. Jaws were dropped as we witnessed the live performance of the international artist Diane O'Sullivan, accompanied by the groovy beats of the one and only Ramy Djunkie. Overall, the atmosphere of the night was selectively tailored to fit the interests of both Audi and party lovers.



EXPERIENCE PROGRESS
A4 LAUNCH EVENT





SAMSUNG Galaxy S8

LAUNCH PARTY

SAMSUNG

UNBOXED
FT. BLUE

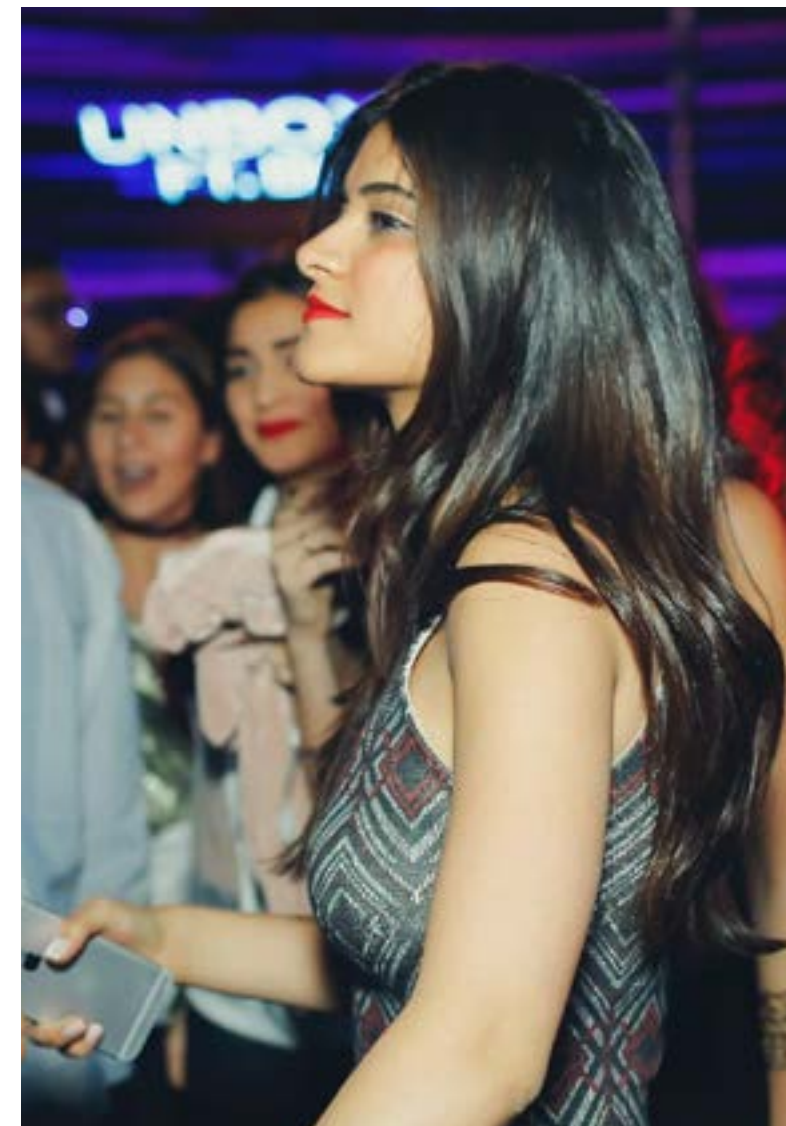
Galaxy S8

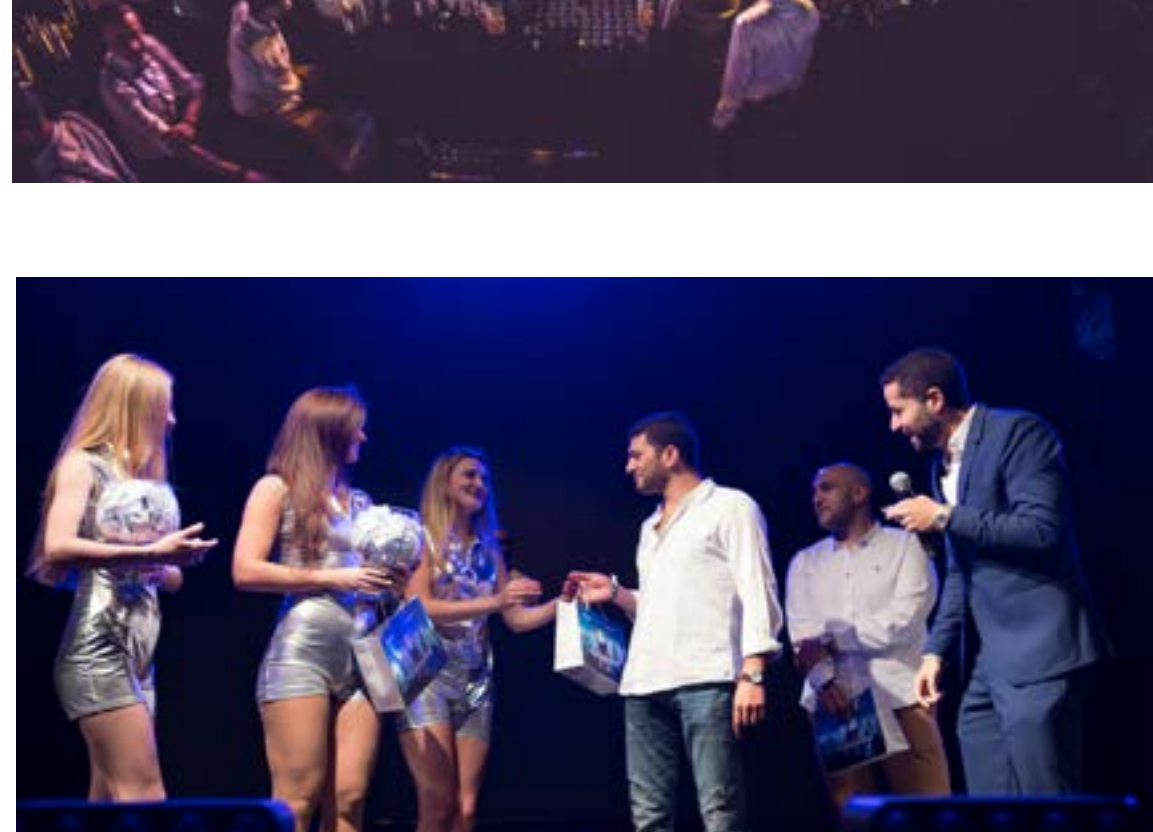
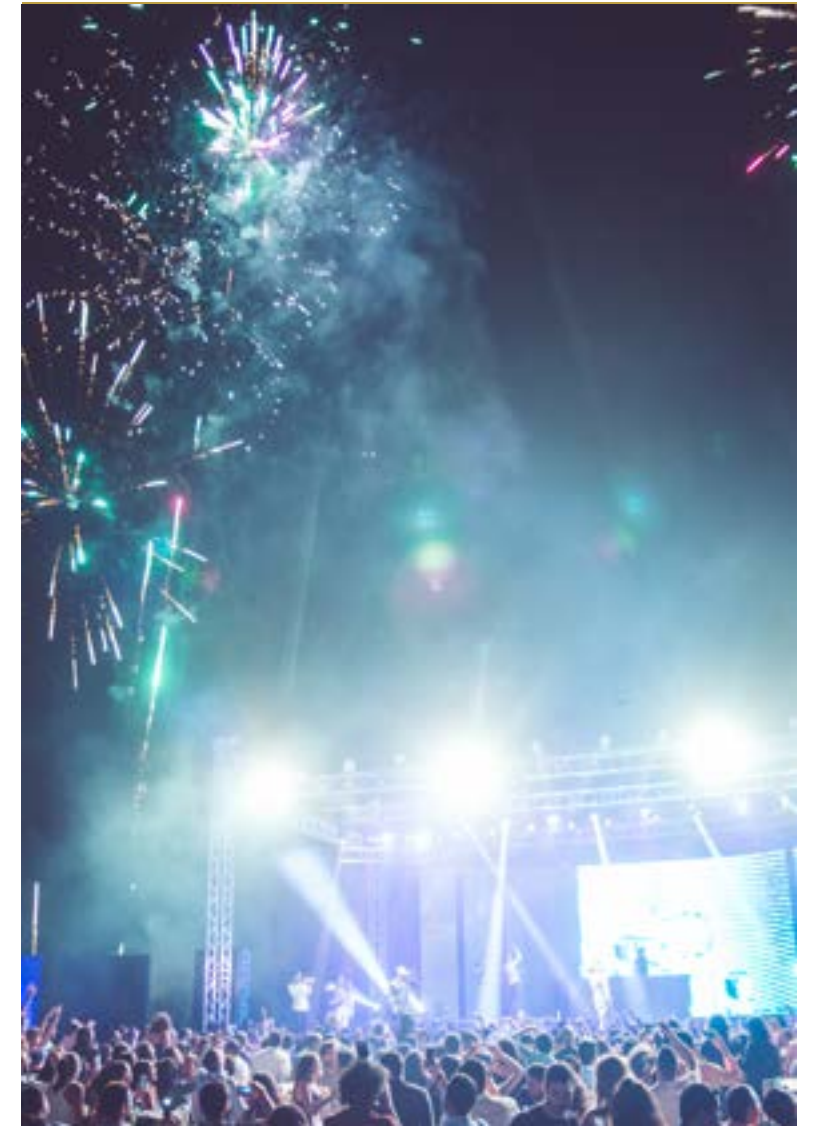


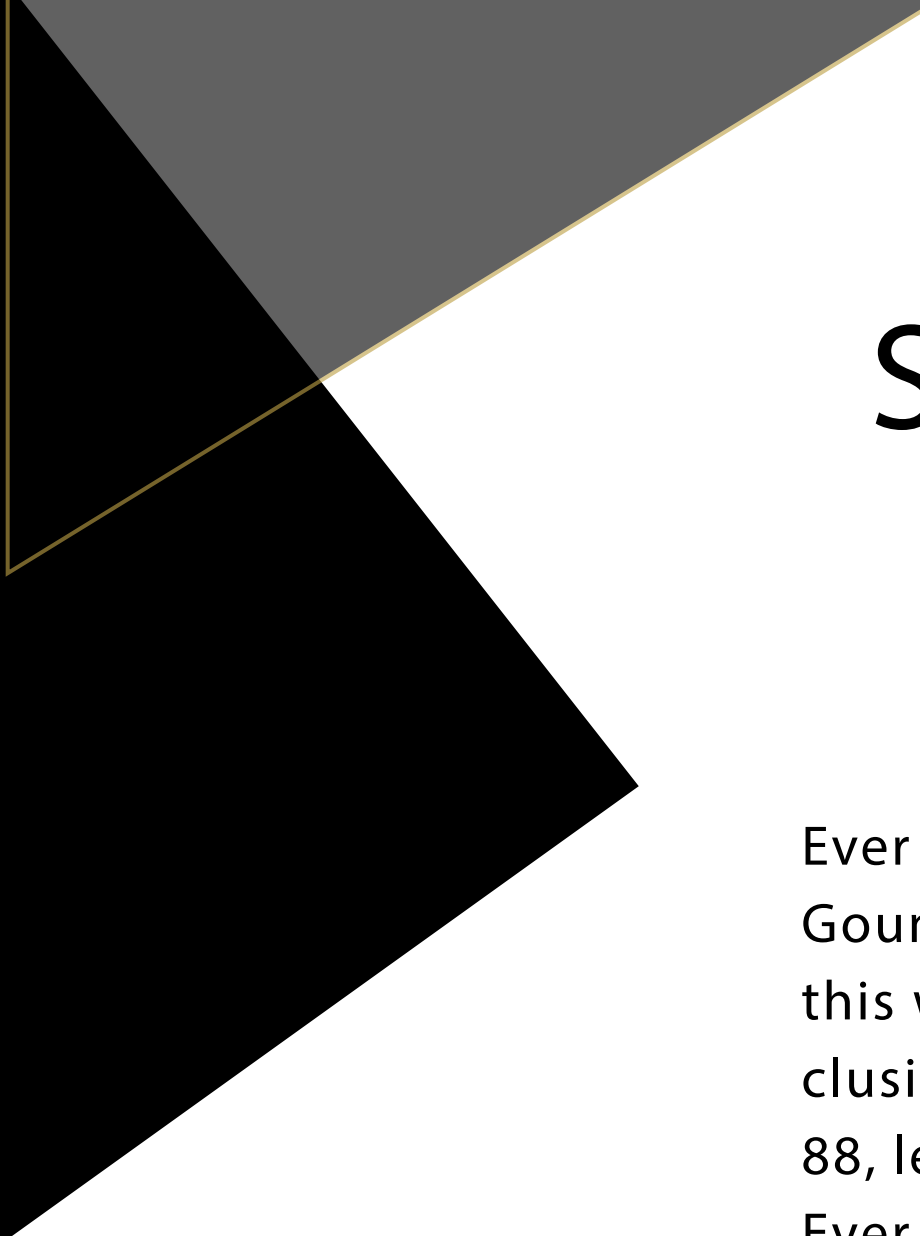


Beyond Entertainment has partnered up with Samsung Egypt for the launch of their new Galaxy S8 as they called on Britain's ultimate boy band Blue to perform live at Uptown Cairo's Club House. Guests were selectively invited to share an **#UNBOXED** night in the heart of Cairo as Samsung brought their client an exclusive experience with one of history's most successful Boy Bands. Our hearts melted as we watched Blue perform and we danced the night away to the grooves of the notorious Ramy Djunkie. Performers from Spain, Italy and London added their own flavor to the glorious night, accompanied by finger foods and a marvelous open bar.





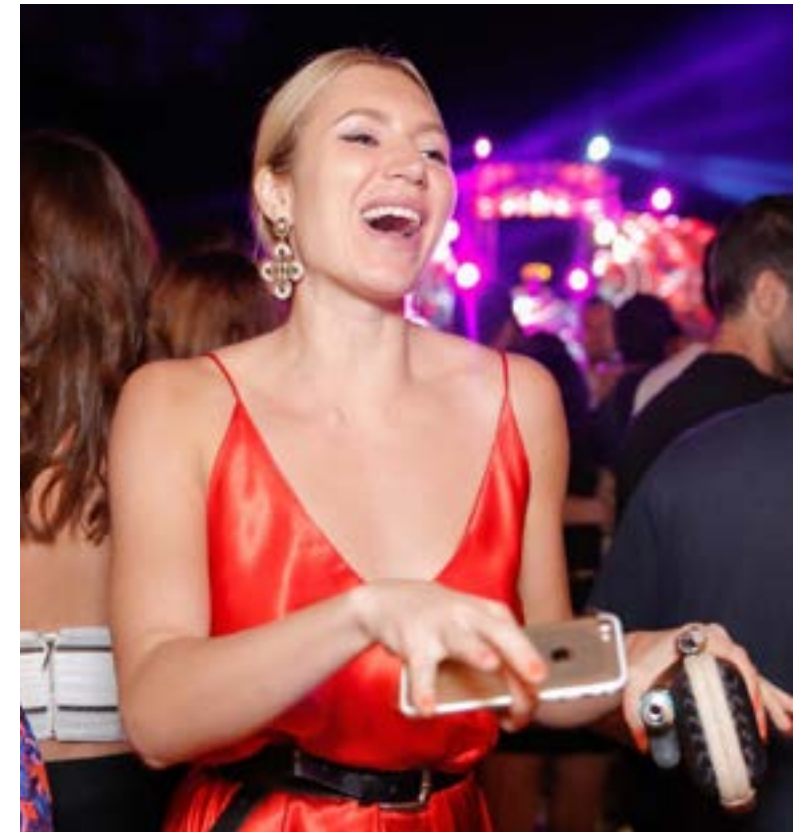




SPRING BREAK EVENTS

Ever since 2011, Beyond Entertainment has taken over El Gouna's hot spots with a series of unforgettable out-of-this world parties. It all started when we brought the exclusive 'Cirque Du Soir' all the way from London to Club 88, leaving our guests mesmerized by their artistic show. Ever since then, we have flooded El Gouna with our parties during Easter Vacation, bringing our handpicked guests live shows and entertainment, groovy music, hip beats and premium open bars. Whether pool parties or night events, each detail was flawlessly executed to produce the ultimate one of a kind experience.









CLUB PRIVÉ

In summer 2009, Beyond Entertainment built and designed Club Prive North Coast from scratch, focusing on the venue's interior decoration, branding and promotion. We organized weekly parties and booked international artists to perform on a weekly basis, along with Belgium dancers and our very own local DJ Leon.

Throughout the summer, numerous international DJs such as Edward Maya, Vika Jigulina, Steven Quarre, Richard Murray (from Ministry of Sound) and DJ Tarek Ibrahim (Englands No1 DJ in 2009) performed live in front of 400-600 hand-picked guests.



CAPRICE

BEACH LOUNGE



DAYTIME CONCEPT

Presenting a beach lounge with a Mediterranean European outlook of a stylish and decadent yet relaxed and effortless atmosphere. Custom furniture, lounge beds, bamboo walkways and a signature white décor meld together to create the perfect setting for enjoyment and relaxation along with the groovy tunes of the summer's biggest hits. Guests were soaking up in the sizzling sun breeze as they nibbled on our executive chef's special delights from the freshest selections of exotic fruits, savoring cuisine and tropical cocktails.



NIGHTTIME CONCEPT

A spot for mingling and dining al fresco on a midsummer's eve, this restaurant was built with an edge as it uniquely blended a relaxed and refined whether. Caprice was both your cuff-linked fine diner and your bikini-clad après soleil cocktail drinker.

CAPRICE seamlessly combined an elegant restaurant with a laidback beach lounge away from all the city's chaos to wind on a waterfront view with an exquisite dining experience.

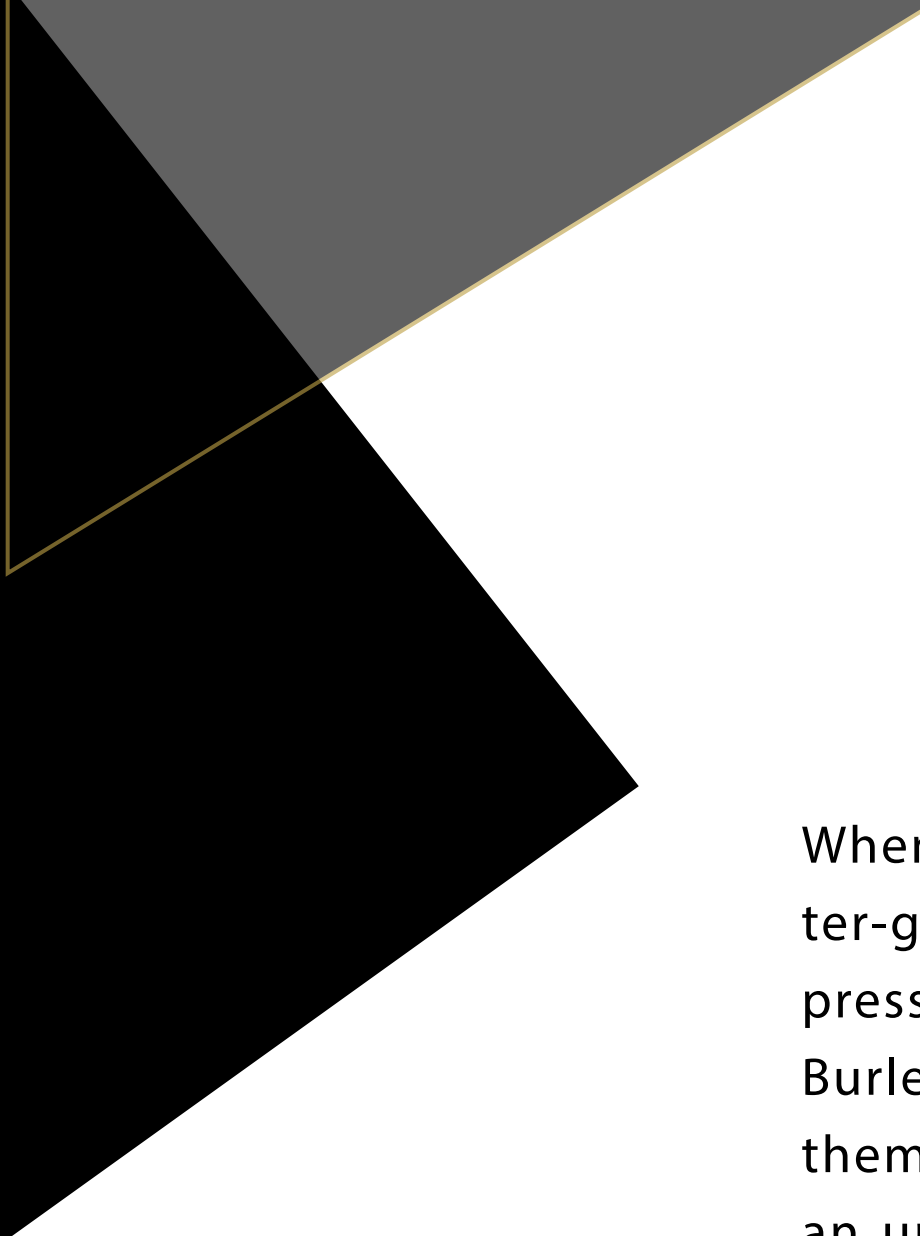
On weekends, we organized special theme nights and our resident DJ tuned the latest summer hits with live entertainment.



**A FAMILY FRIENDLY BEACH, SUPERIOR IN
QUALITY AND SERVICE, OFFERING
EXCLUSIVITY AND EXCELLENCE**

Located at the North Coast Marassi Compound, Caprice is an upscale beach lounge and restaurant offering a world-class sunbathing experience. Guests were guaranteed the best experience as they looked over the crystal blue water, danced to groovy beats and enjoyed the premium unique service.

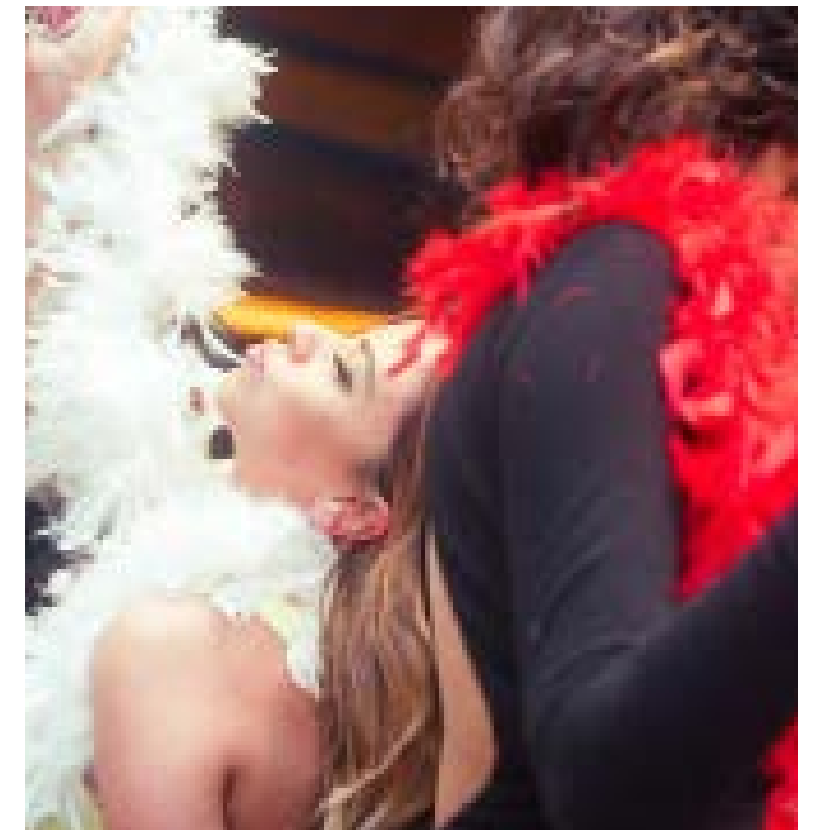




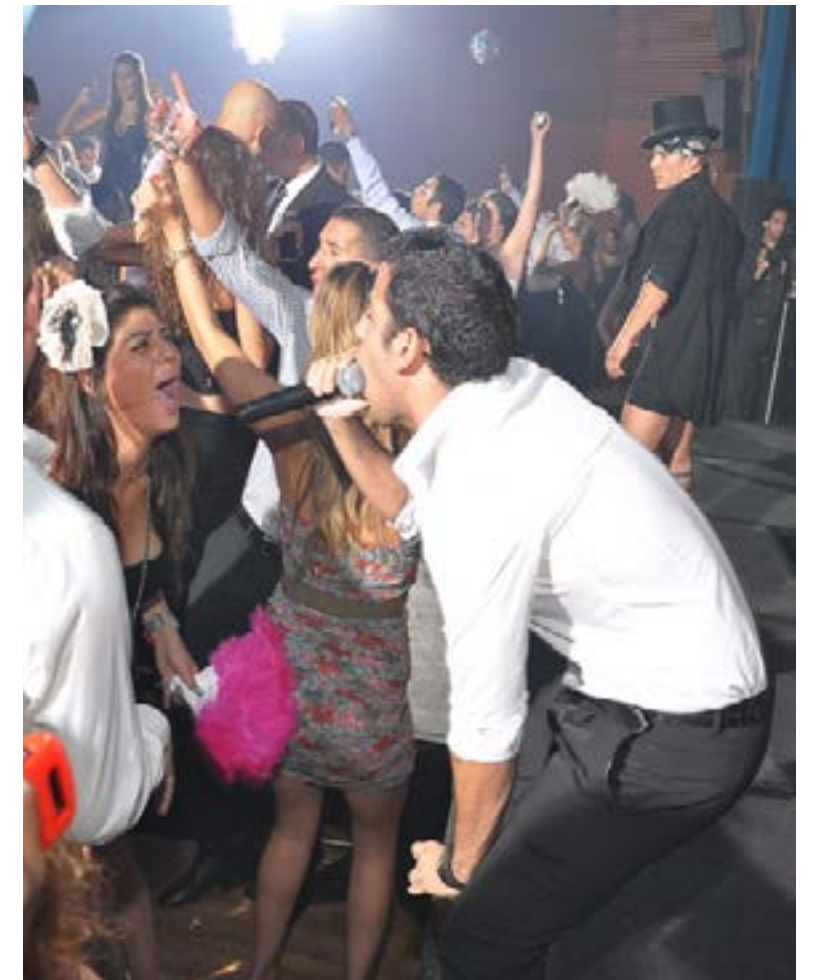
AUC AFTER-GRADS

When it comes to the American University in Egypt's after-grads, Beyond Entertainment has never failed to impress Aucians with its massive party themes. Ranging from Burlesque, Great Gatsby, all the way to 'Gangster and Mobs' theme -you name it-, Beyond has always guaranteed Aucians an unforgettable celebration of the end of their academic journey. With their notorious 'work hard, play hard' reputation, AUC graduates have always depended on our team to do that and continue to do so until the present day.

BELLE EPOQUE



BURLESQUE



GANGSTER & MOLLS





DAVIDOFF WEEKEND

IN GOUNA

DAY 1: Beyond Entertainment teamed up with the Club 88 crew for a brilliant night of beats and bouncing as Circo Nero Italy and Ramy DJunkie took over the decks while the infamous Fatman Scoop jumped on the mic for a unforgettable performance.

DAY 2: Summer stretched for one more weekend over at Gouna's DuPort Club where Beyond Entertainment pulled out all the stops as DJs Agent Greg, Nalaya Live and Arte Volante played back-to-back.



Davidoff

EXTRAORDINARY GENERATION
@ CLUB 88

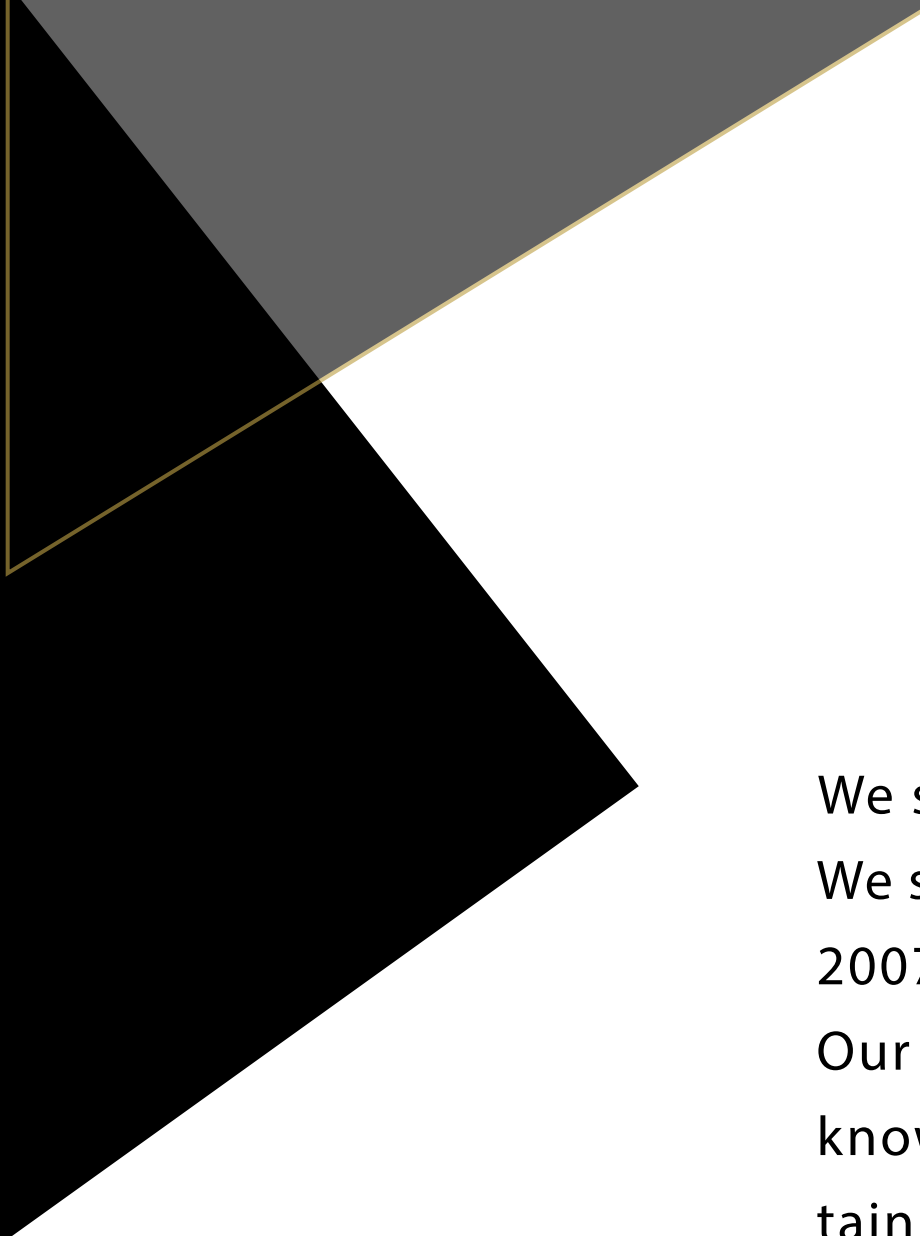


SUMMER LOVE
@ DUPORT CLUB



LA MAISON BLEUE





NYE EVENTS

We started the biggest NYE Events since 2007 till present. We started the biggest New Years Eve events starting from 2007 and revolutionized the party scene ever since then. Our annual New Years Eve parties held at El Gouna are known for the unique level of sophistication and entertainment that they bring to the exclusive elite society of Egypt. They began in 2013, when we threw a one-of-a-kind New Year's extravaganza with a Great Gatsby theme. Ever since then, Beyond has brought glamour to its guests and our team has managed to bring in premium quality and unmatched details to the parties. Ranging from lavish decors, top DJs, live performances from countries like Ibiza and Italy to huge open bars and unmatched services, it is the many years of experience that make us the ideal choice to create New Years Parties beyond expectations.

ANCIENT SANDS | EL GOUNA RED SEA

Great Gatsby

New Year's Eve

Tuesday 31st December

MasterCard Audi Ancient Sands The Three Corners

THE GREAT GATSBY 2014





ROYAL FANTASY 2015



DECEMBER
31ST

For reservations and more infos
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AUBERGE
NEW YEARS
Eve



AUBERGE 2016





MIDNIGHT IN WONDERLAND

NEW YEAR'S EVE
DECEMBER 31ST 2016

For more information
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 **ORASCOM**
HOTELS & DEVELOPMENT

MIDNIGHT IN WONDERLAND
2017



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