



نادي دبي للسيدات  
Dubai Ladies Club

عضو فخرى مؤسسة دبي للمرأة  
A Member of Dubai Women Establishment

# MODERN *Bride*

FASHION SHOW & EXHIBITION

24<sup>th</sup>, November 2011  
11:00 am – 9:00 pm



# Event Overview



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*A special event tailored for the for the Modern Bride inspired by her Traditional Heritage.*

For one day only, Dubai Ladies Club will host a unique and creative bridal extravaganza featuring bridal fashion shows, extravagant gifts, raffle draws and exhibitors providing brides with a diverse selection of products and services to choose from.

The show format and exhibitor layout is carefully arranged to provide exhibitors with the optimal environment to demonstrate their products and interact with brides in a personalized, relaxing manner.

**DATE:** 24<sup>th</sup>, November 2011  
**TIME:** 11:00 am – 9:00 pm

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# Event Components



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## FASHION SHOWS

One of the highlights of the Modern Bride Show are the stunning fashion shows showcasing the works of upcoming contemporary designers.



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# Event Rates



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## FASHION SHOWS

Dubai Ladies Club invites small businesses and upcoming designers to showcase their designs to a selected target audience.

**DURATION:** 10-15 minutes

- *Models, make-up, hair and show choreography to be provided by the designer*
- *Use of additional DLC marketing services at subsidized rates*
- *Brand exposure to over 1800 DLC members*
- **8,000AED**



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## FREE DEMOS

The number of exhibitors will provide brides with a diverse selection of products and services; *offering free demonstrations and treatments to all visitors.*





# Vendors

This event will showcase a mix of vendors offering all of the needful aspects of a Modern Bride.



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Flowers



Accessories



Invitations



Centre Pieces



Catering



Cakes



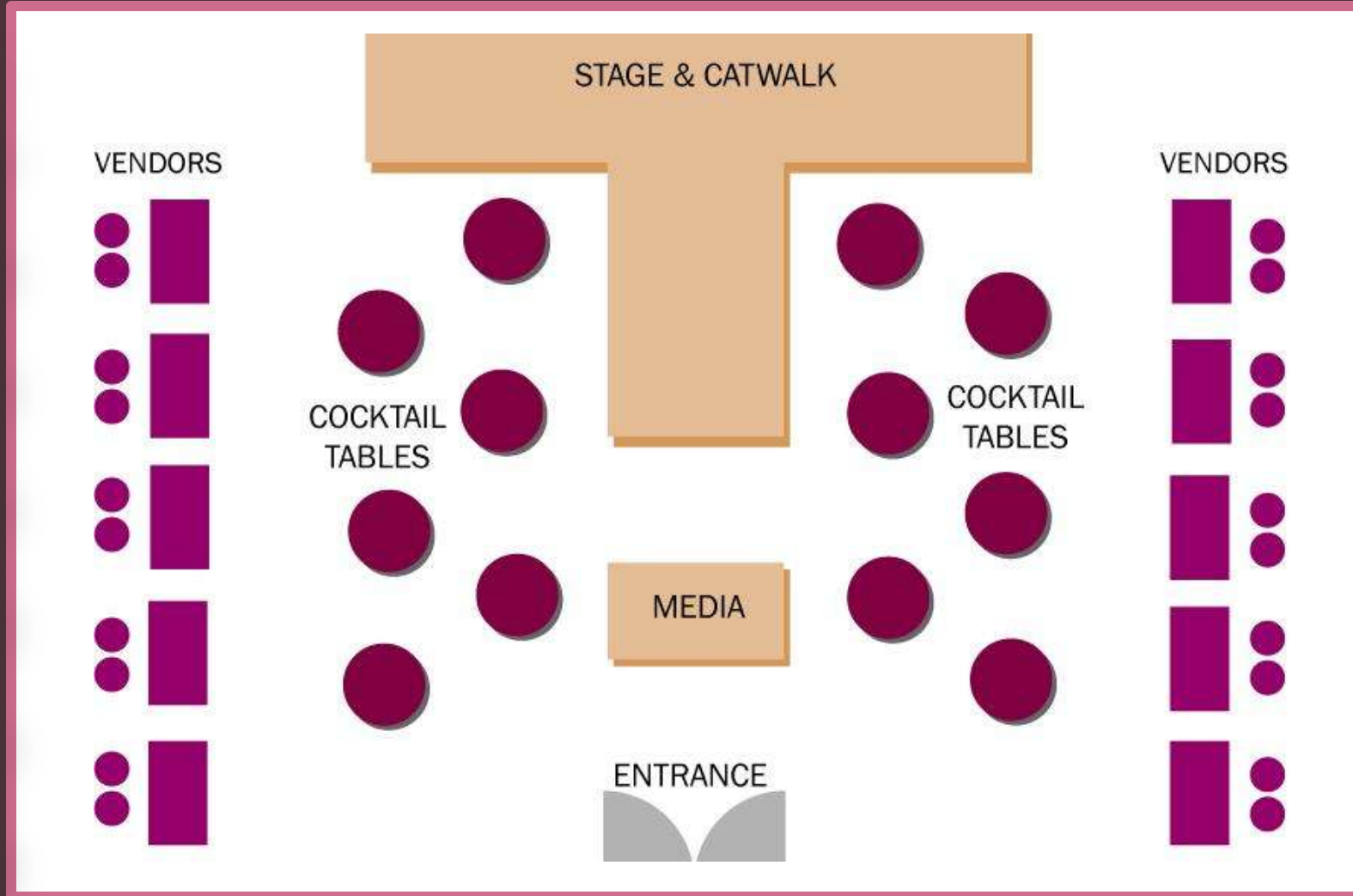


# Floor Plan



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## BOOTH SPACE

Open to vendors offering wedding services and products.

**SIZE:** 3m x 2m

- All vendors must provide a complimentary demonstration and/or treatment to all visitors
- Use of additional DLC marketing services at subsidized rates
- Brand exposure to over 1800 DLC members and 8000 non-members database

•4,000AED

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OLIVIER DOLZ  
DIPLO  
DESIGNER

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# Communications Strategy

## PUBLIC RELATIONS

The event will be promoted and publicized through a series of press releases, photo captions, special interviews in English and Arabic media.

DATE	OBJECTIVE	MEDIA ACTION
Week 2 August 2011	Call for Registration – Targeting commercial wedding vendors/ young upcoming designers	PRL Announcement to be issued to all media
Week 1 September 2011	Media Interviews with Event Spokespersons	Interviews with spokespersons to represent the concept.
Week 1 October 2011	Announce program and fashion show line up for Modern Bride Expo at Dubai Ladies Club	PRL Announcement
Week4 October 2011	Event Reminder	Save The Date E-Shot to Media
Week 2 November 2011	Media Invitation to attend Exhibition Opening	Media Invite + Follow Up Phone calls
Week 3 November 2011	Post PRL + pictures of all the exhibitors to all media	Photos from the event

\* Communication plan is subject to change.

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# Communications Strategy

## ADVERTISING

The event will be promoted and publicized through a series of advertisement in the following media.

DATE	MEDIA	AD CAMPAIGNS
Week 4 October 2011	Print	Quarter Page Ad in Emarat Al Youm
Week 1 November 2011	Print	Quarter Page Ad in Emarat Al Youm
Week 1 & 2 November 2011	Radio	Al Khaleejiya Radio (4 days – 3 spots per day)
Week 1 & 2 November 2011	Radio	Virgin Radio 104.4 (4 days – 3 spots per day)

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## MARKETING COLLATERAL

- A3 promotional poster
- VIP Invitations
- Flyers containing event program
- Media invitations
- Media Gift
- Event Catalogue (TBC)

## INTERNAL CAMPAIGNS

- E shot
- SMS
- Newsletter
- Internal Posters and Flyers
- Lamppost
- Banners
- Social Media (Facebook & Twitter)
- DLC website Ad Banner

MOTHER OF THE BRIDE



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# Sponsorship Opportunity

## BENEFITS

- LOGO included on all publicity during the event i.e. invites, posters, HTML, social media and Emarat Al Youm Advert etc.
- A promotional space to promote company products and services during event (3m x 3m)
- An opportunity to distribute your products as giveaways during the event
- 6 Social Media mentions
- 1 full page advertisement in 'Amwaj ' – Dubai Ladies Club Quarterly magazine
- 1 month Banner Advertisement on Dubai Ladies Club website
- Thanks by the MC during the event

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# About Dubai Ladies Club

Dubai Ladies Club was founded in 2003 by Her Highness Sheikha Manal bint Mohammed bin Rashid Al Maktoum, President of Dubai Women Establishment, wife of His Highness Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister for Presidential Affairs, UAE.

The Club's mission was to create an oasis where the modern Emirati woman could develop her interests and talents, be they in the arts, sport, fashion, philanthropy or business. A place not only to satisfy women's existing needs, but to enhance and encourage new skills and awareness.

World class facilities and services including a dedicated The Art Centre, a superior Childcare Centre, fully equipped Fitness Centre and the five-star Moroccan Style Al Asalla Spa.

- ☞ Offering a range of planned events and activities aimed to nurture and nourish spiritual wellbeing club members
- ☞ Tranquil setting overlooking Jumeirah Beach



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## Contact Information

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