

PROGRAMME & EVENTS



A GLOBAL INITIATIVE BY EXPO CITY DUBAI

LEGACY IN ACTION

Established to take forward Expo 2020 Dubai's legacy of 'Connecting Minds, Creating the Future', Expo Dubai Group (EDG) is a Global Initiative by Expo City Dubai (ECD) leveraging deep expertise and an extensive network of partners across continents, cities and communities.





SHAPING PURPOSE-LED THOUGHT LEADERSHIP

EDG's Programme & Events team builds on the legacy of Expo 2020 Dubai's Programme for People and Planet thought-leadership series, which convened 230-plus events and experiences around some of the most urgent issues of our time.

What We Do

- Design and deliver ECD's programming, including flagship events such as International Women's Day at ECD, and the In Conversation With series
- Work with global partners to help them create and deliver events around the issues that matter most to them

To learn more about how we can work together on your events or ours, send an email to connectingminds@expodubaigroup.ae



A TRUSTED PARTNER

Thanks to our signature framework for convening people and ideas, we are trusted by partners, corporates and NGOs to design substantive international and intersectional event programming that advances positive outcomes for people and planet.

Our Core Capabilities



- Extensive expertise and networks for creating cutting-edge programmes and events for global audiences
- Deep and direct relationships with national, multilateral and world-leading private sector institutions
- Large and active network of thought leaders, changemakers and innovators with rich practical insight across global topical issues

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A SHARED JOURNEY SPOTLIGHTING GLOBAL PRIORITIES

Our programming is underscored by international cooperation and shared global priorities. In this spirit, we have co-curated and delivered events in partnership with nations, multilaterals and multinationals around these topics and more:

-  Climate & Biodiversity
-  Travel & Connectivity
-  Urban & Rural Development
-  Sustainable Space Exploration
-  Water
-  Innovation
-  Gender Equality
-  Knowledge & Learning
-  UN Global Goals
-  Health & Wellness
-  Food, Agriculture & Livelihoods
-  Literature for Impact

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A SHARED JOURNEY COOPERATION IN ACTION

We have co-curated and delivered events with:



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PROGRAMMING FOR IMPACT

At the heart of our programming framework is a reimagining of how to convene people and ideas for impact.

We bring together a wealth of expertise and experiences around specific themes and focus on amplifying the perspectives of youth, women and underrepresented communities to ensure that each discourse, and its outcomes, are accessible and inclusive.

To ensure that every event we design delivers substantive and sustainable value, we utilise a signature approach which, based on our experience with Expo's Programme for People and Planet, has proven impact.

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OUR SIGNATURE APPROACH



Practical Optimism

The transformative power of collaboration is integral to our work. We build programmes that aspire to unlock the world's limitless potential for progress.



Solutions-oriented

Innovation and data-driven problem-solving shape and inform our programming. All our events are designed and built around exploring and spotlighting actionable solutions.



Outcomes-led

We prioritise stocktaking in a way that ensures that the impact of our programming manifests before, during and long after the event itself.



Value chain-inclusive

Multinational and intersectional representation across our events spans generation, gender and geography. We ensure that everyone has a seat at the table.



FORMATS

From global mega-events to smaller-scale gatherings, EDG's Programme & Events team is uniquely qualified to convene international speakers and audiences in arresting and impactful ways across platforms and formats.

Some examples of the types of programme we have delivered are:



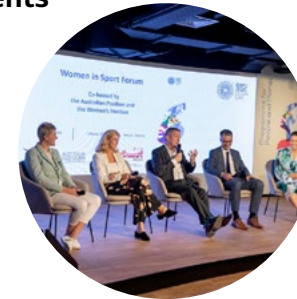
**International
Mega-events**



Conferences



Workshops



Roundtables



Satellite Events

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CONTENT CREATION AND CURATION

Leveraging our in-house event and programming expertise, and international network of highly engaged speakers, we create and curate innovative and accessible content and formats (both in-person and hybrid). Every event is designed to demystify complex topics and catalyse audience action on urgent global priorities. Our offerings include:

- **Delivery** (production, logistics, catering, AV provision and technical support)
- **Content** (research and ideation, agenda development, session topics, speakers)
- **Marketing and Communications** (promotion and awareness-raising)
- **Storytelling and Reportage** (intelligent and informed event narrative and analysis)
- **Venue** (Nexus event space at ECD) [FIND OUT MORE](#)

Every event we work on is solutions-and outcomes-oriented, powered by a spirit of practical optimism and inclusive of all stakeholders along the value chain including policy, business and civil society. From fireside chats with global experts to intergenerational panels and flagship events, our programming design and content creation is underpinned by pragmatism, inspiration and actionable outcomes.

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PROCESS AND APPROACH

Working with us, you have access to a range of approaches and packages.

Contact us at connectingminds@expodubaigroup for an initial discovery session.

Whether you are seeking to create a small team workshop or a large-scale conference or mega event, our process is flexible and designed to support our growing community in a range of ways.

To establish which option fits your organisation’s needs, we will sit with you during an initial discovery session to help you clarify your goals and the impact you want to achieve. If you bring your idea, we can help you work out the event-type, format and output that most closely aligns with your vision. This will enable us to build out a strategy and offer a step-by-step plan to achieving your objectives.

Delivery	Content	Marketing and Communications	Storytelling and Reportage	Venue
You bring the content and our team will produce it, ensuring that your event runs flawlessly.	You bring the idea and we will work with you to shape an engaging event which speaks to the issues you are seeking to explore and illuminate. This will include content research and ideation, sourcing speakers, shaping an agenda, and ensuring the smooth running of your event.	Our Creative team will work with you to establish your target audience and how best to reach them. Once they have identified the most appropriate channels, they can help you craft compelling promotional content that gets the word out and drives audience registration.	Our team of writers, editors and videographers will help you develop the long-term legacy of your event through a range of content capture options, from intelligent and informed reportage and arresting storytelling to video, multi-media and social media campaigns.	We have a venue hire-only option available at The Nexus in the heart of Expo City Dubai. Let us know your needs and we will identify the most appropriate space within the venue for your requirements. FIND OUT MORE

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SPECIALIST TEAM

Our cross-disciplinary team has a wealth of experience. In addition to being seasoned event content professionals, we have in-depth subject-matter expertise across international development, global affairs and sustainable city design, bolstered by first-hand experience of Expo 2020 Dubai's own exceptional events programme.

This has helped us shape an inclusive and sustainable approach to programming design and a uniquely informed engagement with event topics.

Get In Touch

We understand that creating solutions requires collaboration and innovation. We want to share what we have learned to help you get closer to creating the change you want to make.

Contact us at connectingminds@expodubaigroup.ae to explore how we can work together tomorrow to solve the world's biggest challenges today.



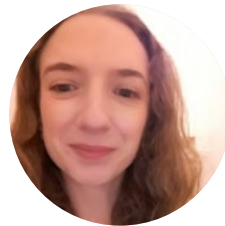
Nadia Verjee
Executive Director,
Expo Dubai Group

Former Expo 2020 Dubai Chief of Staff and head of its Programme for People and Planet, Nadia leads across EDG's four pillars: Sustainable Living, Purpose-led Thinking, Storytelling & Experience and Public Engagement.



Timothee Neron-Bancel
VP, Programme
& Events

Previously with The Economist Group, Timothee has experience crafting globally recognised thought leadership campaigns and events.



Catriona Knapman
Director, Programme
& Events

With 17 years' experience in the international development sector, leading research, programme design and event production, Catriona brings a uniquely inclusive perspective to EDG's programming.



Lana Abdelhameed
Senior Manager,
Programme & Events

With a background in policy analysis, Lana was a core member of the team that designed and delivered Expo 2020 Dubai's Programme for People and Planet thought leadership series.



Mariana Chaves
Manager, Programme
& Events

Mariana participated in the design and delivery of Expo 2020 Dubai's Programme for People and Planet, having previously worked with international organisations and government institutions on global issues.





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