



**ENTERTAINMENT · EVENTS · MARKETING · HOSPITALITY CONSULTANCY**

DESIGNING ATMOSPHERE THROUGH MUSIC-LED EXPERIENCES

LOCAL EXCELLENCE. INTERNATIONAL TALENT. COMPLETE EVENT DELIVERY.

# WHO WE ARE

Panther Productions is a Dubai-based entertainment, events, marketing and hospitality consultancy creating complete experiences for hotels, restaurants, beach clubs, nightlife venues, brands and private clients.

We go beyond simply supplying entertainment. Our approach combines music, talent, event strategy, marketing, production and operational understanding to create experiences that align with each venue, audience and commercial objective.

From ongoing entertainment programming and guest-experience consultancy through to private parties, corporate events, venue launches and major international productions, we manage every stage from concept to delivery.

Our network gives us access to the UAE's leading local performers alongside international headline artists, DJs, celebrities and global brand partnerships. Whether supporting a weekly hospitality programme or delivering a large-scale event, Panther Productions brings creativity, structure and professional execution together under one roof

**We do not simply book entertainment. We design atmosphere, build experiences and deliver impact.**



# OUR APPROACH

Entertainment should support the venue, strengthen its identity and enhance the guest journey. Our work considers more than the artist performing.

We look at:

- The venue concept and brand identity
- Guest demographics and expectations
- Music direction and energy flow
- Daytime, sunset and evening transitions
- Food and beverage service periods
- Guest dwell time and engagement
- Entertainment budgets and scheduling
- Marketing reach and audience development
- Commercial objectives
- Long-term consistency and performance

Every project is curated around the venue, occasion and audience rather than applying the same entertainment formula to every client.

**THE RIGHT ENTERTAINMENT SHOULD FEEL LIKE A NATURAL PART OF THE EXPERIENCE, NOT AN ADDITION TO IT.**



# EXPERTISE

WHERE ENTERTAINMENT, EVENTS, MARKETING AND HOSPITALITY STRATEGY COME TOGETHER

## ENTERTAINMENT & TALENT

- Leading UAE-based DJs and performers
- International headline artists and DJs
- Celebrity appearances
- Musicians, vocalists and live bands
- Dancers and specialty acts
- Brand ambassadors and talent partnerships
- Artist sourcing, contracting and management

## MARKETING & BRAND EXPERIENCES

- Event and campaign strategy
- Branding and creative direction
- Social media and content creation
- Email and WhatsApp marketing
- Community and influencer partnerships
- Ticketing, RSVP and guest-list solutions
- Sponsorship and brand partnerships



## EVENTS & HOSPITALITY CONSULTANCY

- Venue entertainment strategy
- Music direction and programming
- Private and corporate events
- Venue launches and activations
- Brunches, pool and beach events
- Guest journey and energy planning
- Event logistics and on-site management

## PRODUCTION & TECHNICAL DELIVERY

- Sound and lighting
- AV equipment and LED screens
- Staging and trussing
- DJ and live performance equipment
- Technical riders and production planning
- Engineers and technical crews
- On-site production management

# HOSPITALITY ENTERTAINMENT CONSULTANCY

Panther Productions works with hotels, restaurants, beach clubs and lifestyle venues to create structured entertainment programmes that support the real flow of hospitality operations.

Rather than simply filling a schedule, we develop music and entertainment strategies around the full guest experience.

## **Our consultancy services include:**

- Venue and entertainment audits
- Music direction and sound identity
- Weekly and monthly programming
- Artist selection and roster management
- Entertainment schedules
- Daypart and energy planning
- Seasonal programming
- Budget management
- Guest-flow integration
- Service-period transitions
- Entertainment standards and guidelines
- Ongoing performance review

**From relaxed daytime ambience to elevated evening energy, every part of the programme is designed with purpose.**

# ENTERTAINMENT & TALENT

Panther Productions provides access to outstanding local, regional and international talent for hospitality venues, corporate events, private celebrations, festivals, brand activations and large-scale productions.

Our global booking network allows us to source and manage everything from established UAE-based performers to international headline acts, celebrity appearances and globally recognised DJs.

## **Talent categories**

Local and international DJs

Headline recording artists • Celebrity appearances • Live bands • Singers and musicians

Saxophonists, violinists and percussionists • Dancers and choreographed shows

Specialty and roaming performers • Hosts and presenters • Speakers and showcallers

Brand ambassadors • Bespoke performance concepts • Complete talent management

Artist sourcing • Availability and negotiations • Contracting • Technical riders

Flights and accommodation • Ground transport • Artist liaison • Scheduling

On-site management

**From intimate hospitality settings to major international productions.**

# EVENTS & PARTY PLANNING

Panther Productions delivers complete event and party solutions, combining concept creation, entertainment, production, marketing and on-site management.

We work with venues, brands, companies and private clients to create events that feel distinctive, professionally managed and aligned with the occasion.

## Event types

- Private parties and celebrations
- Corporate events
- Venue openings and launches
- Product launches
- Brand activations
- Club nights and nightlife events
- Pool and beach parties
- Brunches and themed events
- Yacht and destination events
- Gala dinners and award ceremonies
- Festivals and large-scale events
- Seasonal experiences

## Our event services

- Concept development
- Venue sourcing
- Entertainment
- Event design and branding
- AV and production
- Supplier management
- Guest lists and RSVP
- Ticketing
- Marketing and promotion
- Artist and supplier logistics
- On-site event management
- Post-event reporting

**One team. One vision. Complete delivery.**

# CONCEPTS & BRAND EXPERIENCES

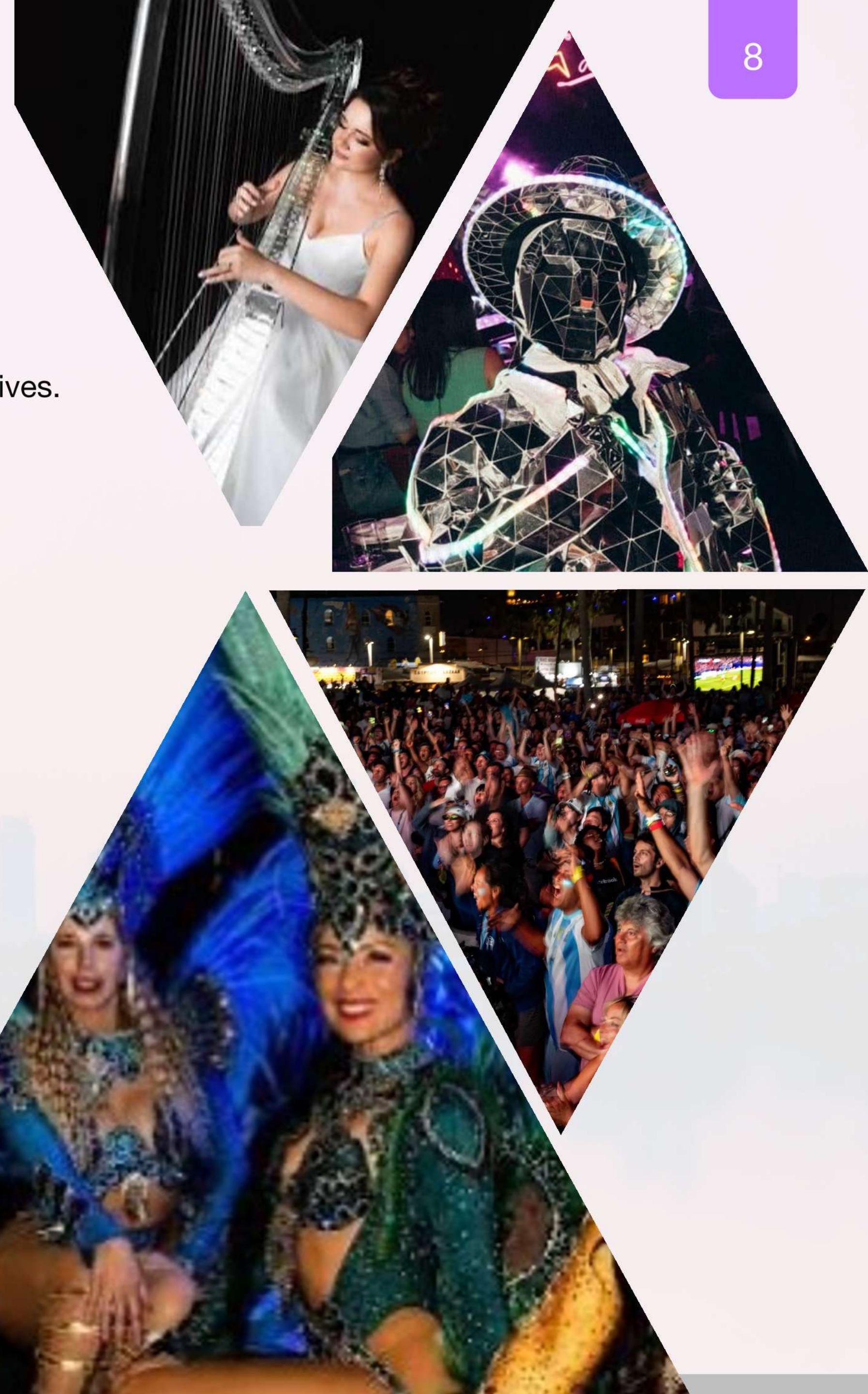
We create original entertainment and event concepts that give venues and brands a clear identity, a reason for guests to return and a platform for long-term growth.

Our concepts are developed around the audience, venue, location, service style and commercial objectives.

Services include

- Event naming and identity
- Creative direction
- Entertainment concepts
- Branded event formats
- Weekly and monthly activations
- Seasonal campaigns
- Venue launches
- Brand partnerships
- Sponsorship integration
- Artist collaborations
- Guest-experience design
- Launch strategy

**From a single activation to a fully developed recurring concept, Panther Productions creates experiences built for both guest engagement and commercial relevance.**



# MARKETING & AUDIENCE DEVELOPMENT

Our marketing capabilities extend far beyond event promotion.

Panther Productions develops campaigns that connect venues, brands and events with relevant audiences across the UAE.

We combine strategic planning, content, digital marketing, direct communication and community partnerships to build awareness, engagement and attendance.

## **Marketing services**

Marketing strategy • Social media management • Event campaigns

Email marketing • WhatsApp promotion • Community marketing

Influencer partnerships • Media outreach • Graphic design

Artwork and branding • Video and content production • Websites and landing pages

Ticketing and RSVP systems • Guest-list management • Data capture

Campaign reporting

**We do not only create the event. We help put the right audience in the room.**

# TECHNICAL PRODUCTION & AV

Through our trusted technical production network, Panther Productions provides professional audio-visual, staging and event-production solutions for projects of all sizes. From intimate venue activations to large-scale corporate and public events, we coordinate the equipment, crews and technical planning needed for reliable delivery.

- Professional sound systems
- Lighting design
- LED screens
- Staging and trussing
- DJ equipment
- Live-performance equipment
- Microphones and backline
- Technical riders
- Sound engineers
- Lighting technicians
- Visual content
- Stage management
- Site visits
- Production schedules
- Installations
- On-site technical coordination

**Creative vision supported by precise technical delivery.**

# LEADERSHIP



## CLIFFORD WILLIAMS

### Founder & CEO

Clifford Williams is Founder & CEO of Panther Productions, bringing extensive experience across music, events, hospitality, marketing and entertainment programming.

As award-winning DJ and producer CN Williams and founder of ReelHouse Records, he combines musical expertise, venue experience and creative direction to shape memorable guest experiences.



## SAMUEL GRAHAM

### Managing Partner

Samuel Graham is a hospitality professional with a strong operational background across London and Dubai.

He brings a venue-first approach to Panther Productions, aligning entertainment, music and energy with operations, guest experience and the commercial goals of leading hospitality venues and groups.



## RONI JOHN

### Talent & Events Partner

Roni John brings extensive experience across Dubai's nightlife, events and entertainment industry.

At Panther Productions, he supports talent bookings, venue relationships, concept development and event delivery.

# CLIENTS, VENUES & PARTNERS

EMPOWERING PARTNERSHIPS



مركز دبي التجاري العالمي  
DUBAI WORLD TRADE CENTRE



barasti





# MISSION STATEMENT

To unite hospitality strategy, entertainment, events and marketing into one connected ecosystem, creating experiences that strengthen brands, enhance guest journeys and deliver measurable commercial impact.

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**We don't just supply entertainment. We design atmosphere.**