



ENTERTAINMENT • AV HIRE • MARKETING • EXPERIENCE

DUBAI'S PREMIER ENTERTAINMENT & ACTIVATION PARTNER

ABOUT US

With over **15 years** of experience shaping the Middle East's entertainment and hospitality landscape, **Panther Productions** stands at the intersection of creativity, marketing, and live experience.

We specialise in curating **world-class entertainment**, from international DJs, singers, and musicians to dancers, themed acts, and roaming performers, ensuring every event captures attention and creates an unforgettable atmosphere.

Our strength lies not only in entertainment but in **strategic event marketing**. With a database of over 200,000 contacts across Dubai and a powerful social and community reach, we help venues and brands connect directly with the right audience, generating real engagement, not just visibility.

From **concept creation and branding** to complete event execution, Panther Productions delivers end-to-end solutions that blend creativity with commercial impact. Whether launching a new venue, hosting a weekly activation, or producing a large-scale event, we bring your vision to life with precision and style.

Alongside our creative and marketing expertise, we deliver **professional sound, lighting** and technical support, ensuring every production looks and feels as exceptional as the experience itself.

As one of the **UAE's most respected entertainment and marketing agencies**, our mission is to deliver experiences that resonate, build brands, and leave lasting impressions.



EXPERTISE

WHERE ENTERTAINMENT, MARKETING, AND EXPERIENCE COME TOGETHER AS ONE

ENTERTAINMENT & TALENT

- DJs & live performers
- Musicians & vocalists
- Dancers & themed acts
- International artists
- Show curation

EVENT MARKETING

- 120K+ Dubai-based database
- Social media campaigns
- Influencer partnerships
- Design & branding
- Content creation



INSTALLATION & PRODUCTION

- Sound & lighting
- AV equipment hire
- Stage & trussing
- LED screens
- On-site engineers

CONCEPTS & MANAGEMENT

- Concept creation
- Themed activations
- Venue launches
- Event logistics
- Post-event reports

OUR PORTFOLIO

We've supplied, produced, or executed entertainment and AV across some of the region's most high-profile events, including:

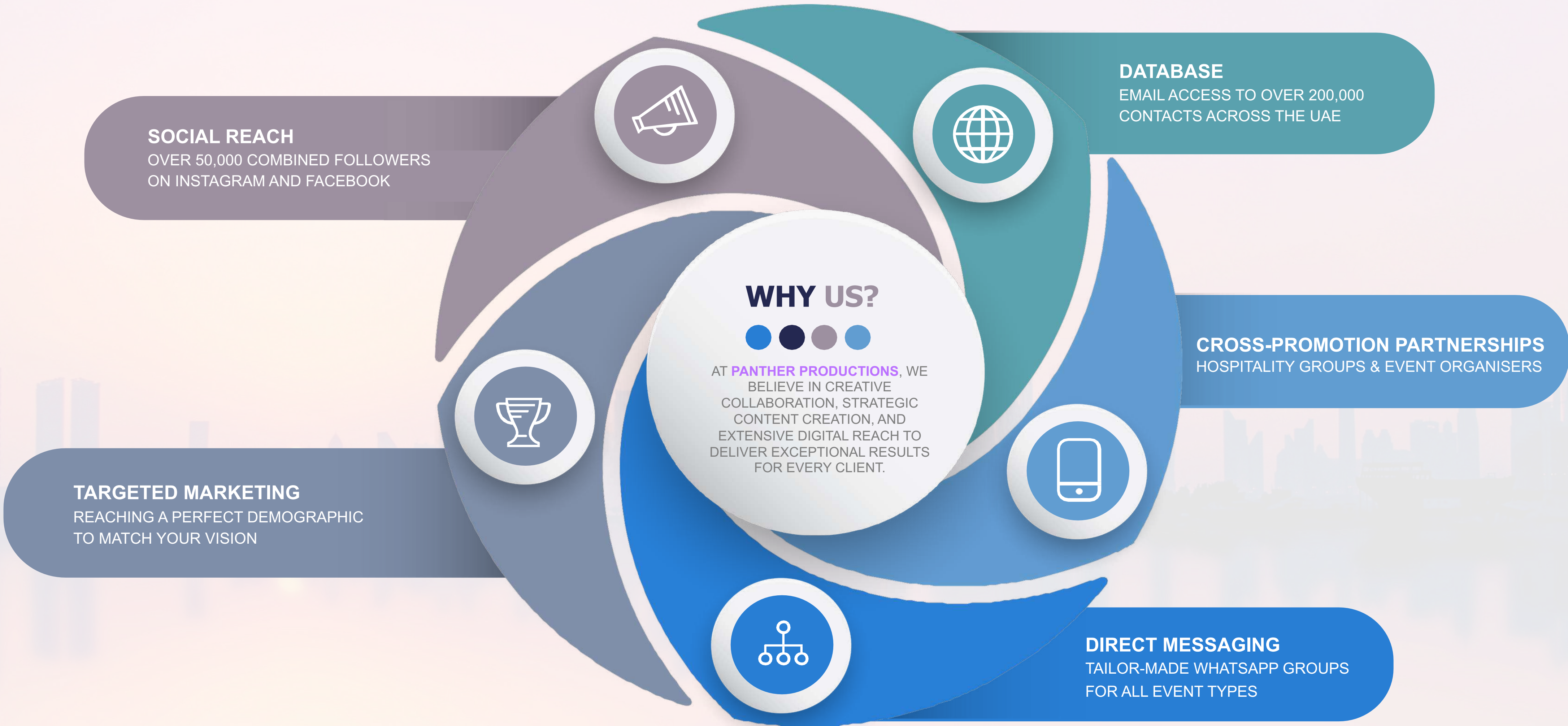
- Expand North Star / GITEX Global. AV & Entertainment for **Dubai World Trade Centre**.
- Soul Heaven at **O Beach Dubai**. Marketing, local activation and DJ performances.
- Phileas Fogg's, The Cellar Bar, Opium Room. **Full venue launch** concepts & branding.
- **Hed Kandi, Ibiza Radio 1, and Pure Garage**. Regional representation and **marketing support**.
- Tranquillity / Messtival / Cuckoo Bingo, Branded entertainment concepts.
- **Marriott International** / IHG Hotels (Voco) / Barasti / La Serre, artist support & event marketing.
- Mais Musica, 11:11 Hospitality, Be More Than, Entertainment & **marketing partner**.

We've been trusted by the best, because we consistently deliver beyond expectation.



OUR REACH

OUR MARKETING POWER DOESN'T STOP WHEN THE SHOW STARTS
WE ENSURE YOUR EVENT IS SEEN, SHARED, AND REMEMBERED.



LEADERSHIP

FOUNDER & CEO



CLIFFORD WILLIAMS

DJ | PRODUCER | MARKETING SPECIALIST | MEDIA CONSULTANT

A visionary creative with over 30 years in global entertainment and hospitality, Clifford Williams (CN) blends music, marketing, and innovation to craft unforgettable experiences. A renowned resident DJ and Founder of ReelHouse Records (2001), he has led campaigns and activations for Phileas Fogg's, Dubai World Trade Centre, Hed Kandi, O Beach, FIVE Hospitality, Candypants and many more.

As the former **Head of Marketing** for Forefront Hospitality and Consultant for Mais Musica, Clifford has also collaborated with **Marriott International** and IHG Hotels, combining strategic marketing expertise with world-class entertainment delivery. Through his leadership, Panther Productions continues to set new standards for creativity, experience and impact, redefining live entertainment across Dubai and beyond.

"The driving force behind Dubai's most dynamic entertainment concepts."



AUDIO / VISUAL



To enhance our entertainment and event management services, Panther Productions operates a fully equipped **audio-visual** and production division, enabling us to manage every element of an event from concept to completion. Our technical team combines creativity with precision, delivering immersive experiences through **exceptional sound design**, dynamic lighting, and cutting-edge AV solutions. With one of the most reliable inventories in the region, every project is supported by skilled engineers and technicians who understand the importance of flawless delivery.

From boutique activations to large scale productions, we supply and install professional **sound systems**, **lighting rigs**, **LED screens**, staging, trussing, and backline equipment. Each setup is executed with care and precision, reflecting the high standards that have made Panther Productions one of the UAE's most trusted names in event production.

OUR CLIENTS

EMPOWERING PARTNERSHIPS



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

La Serre
BISTRO & BOULANGERIE



barasti

Radisson BLU

Hilton
HOTELS & RESORTS

buddha-bar beach

GITEX
GLOBAL
Dubai

ATLANTIS
THE PALM, DUBAI

Marriott
INTERNATIONAL

Breeze
BEACH GRILL

THE
FIRST
GROUP

iris

ST. REGIS

SHERATON

MOTIVATE
MEDIA GROUP

NAKHEEL

EDITION

Jumeirah
HOTELS & RESORTS

BEMORETHAN

Bliss
LOUNGE

11:11
HOSPITALITY

PHILEAS FOGG
EST. 2021



hedkandi

DIFC

MR. MYAGIS
asian street food and bar

W
HOTELS

YINGSU



OPM
TICKETS

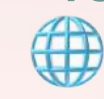


MISSION STATEMENT

To unite hospitality, entertainment and marketing into one creative ecosystem,
delivering unforgettable experiences with measurable impact

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