



Exceeding the welcome



unic

corporate hospitality

Our niche

- **unic** provides bespoke corporate hospitality and guest logistics with particular focus on our clients' business objectives.
- We aim to go over and beyond the necessary to provide the best VIP guest reception, logistics and liaison for a select group of very demanding clients.



Welcoming and organizing VIP stays

- **Transportation**
 - Sourcing and supervision of all transportation needs (including detailed coordination of schedules with drivers).
 - Provide branding for car services (as per client's requirements)
 - Provide helicopter transfers as required.
 - Hostess meet and greet arrivals and departures at the airport of guest's destination
 - Provisioning VIP services at the airport (in accordance to rules and regulation and service availability of the airport destination).
 - Sourcing, arranging and supervision of transfer services for pick up and drop off to and from hotel and events destinations (English speaking chauffeurs available).
- **Accommodation**
 - Finding and arranging appropriate hotel accommodation based on the client's requirements and availability.
 - Organize room assignment and check-ins
 - Arrange for tailor made room services based on client's specifics
 - Provide an all day welcome reception desk to assist guests
 - Find and arrange personalized gifts based on client's specifics
- **Hostess coordination**
 - Arrange welcome packs for guests.
 - On site manager to coordinate the entire event.
 - Welcome desk at hotel with hostess.

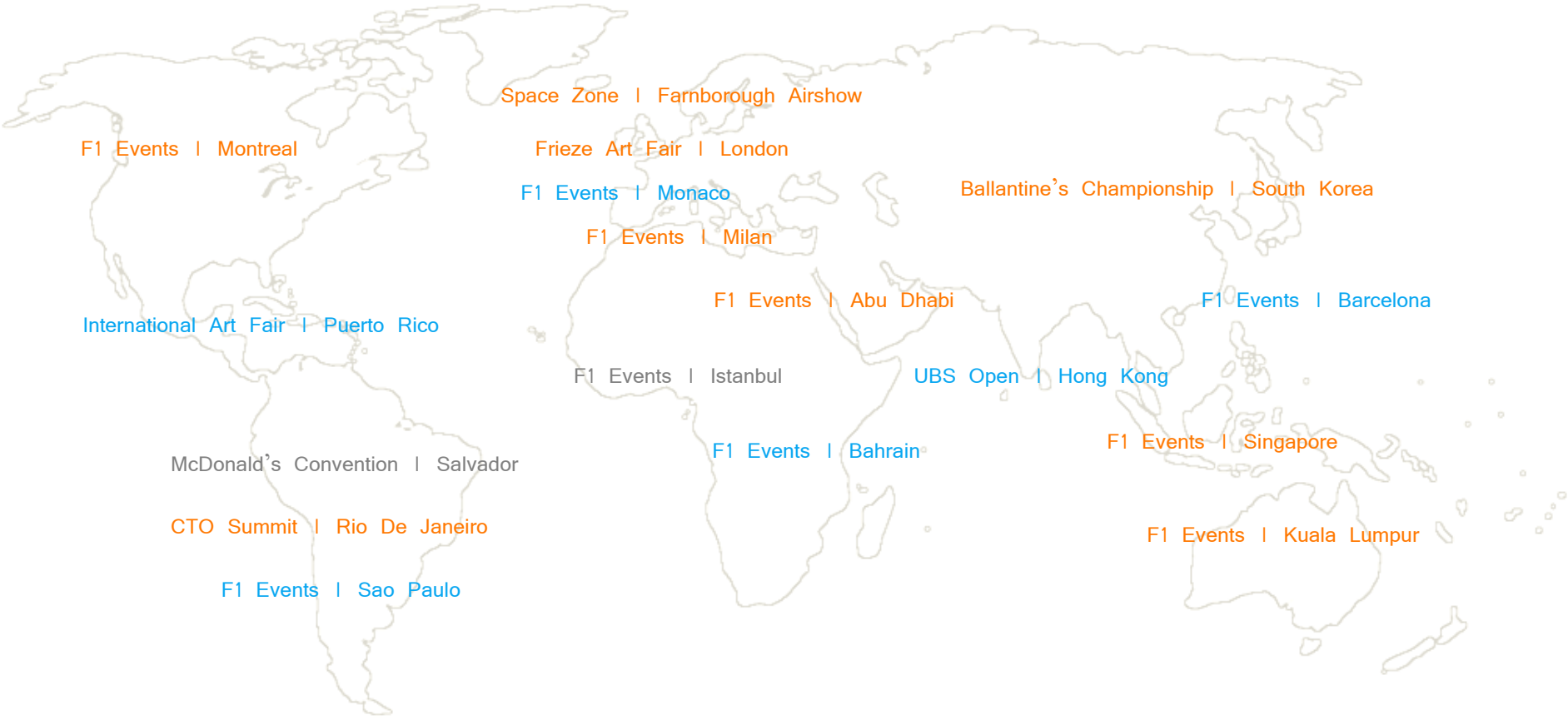
International Network

We competitively operate at an international level thanks to the know-how and experience consolidated over years of activity in The UK, Italy, Europe, Asia, United States & Hawaii, Australia.

Throughout these areas we have established a network of selected teams and local collaborators that guarantee the efficiency and quality of production and logistics.

Our approach is that each event and activation is a unique platform from which we can communicate our clients brand to the audience. Our creative team of event designers and managers fulfill and exceed clients expectations every time in the most innovative and exciting ways. From unique event conceptualization through to design, management and execution, our team create solutions that are bespoke, fresh and dynamic, and which fully communicate the character of the brand every time.

Special Excellence, Special Events & Entertainment on time, all the time.



A world map showing various event locations. The labels are color-coded: orange for most events and blue for F1 Events. The events are distributed across North America, South America, Europe, Africa, Asia, and Australia.

Event	Location	Color
Space Zone Farnborough Airshow	Europe	Orange
F1 Events Montreal	North America	Orange
Frieze Art Fair London	Europe	Orange
F1 Events Monaco	Europe	Blue
F1 Events Milan	Europe	Orange
Ballantine's Championship South Korea	Asia	Orange
International Art Fair Puerto Rico	North America	Blue
F1 Events Abu Dhabi	Asia	Orange
F1 Events Barcelona	Europe	Blue
F1 Events Istanbul	Europe	Blue
UBS Open Hong Kong	Asia	Blue
McDonald's Convention Salvador	South America	Orange
F1 Events Bahrain	Asia	Blue
CTO Summit Rio De Janeiro	South America	Orange
F1 Events Singapore	Asia	Orange
F1 Events Sao Paulo	South America	Blue
F1 Events Kuala Lumpur	Asia	Orange

Redefining Corporate Hospitality

- We design and execute bespoke hospitality programmes around the world.
- We take time to understand the nature of our clients' business goals and the long term objectives of a well planned event and hospitality programme.
- Our aim is to make marketing events more efficient, reaching identifiable corporate or commercial objectives through processes and tools that make the right people connect.
- We have set new standards through unique services that our clients are not able to find elsewhere.
- We strengthen relationships between brands and the people that matter most





Our Unic Team

Our Unic team comprises up of multi-cultural, experienced and well-rounded self-starters, with energetic and diplomatic attitudes.

- Our prime team of managers, coordinators and hostesses have backgrounds in event management, project management, hospitality, communications and business.
- The members of our team are multi-lingual professionals that have the culture and discretion required for VIP client services.
- The Unic team is trained and supervised to make sure all aspects of the event is effortless for you, the client and your guests.

Accommodation Sourcing

We source and coordinate all aspects of accommodation tailored to our client's needs for each event, including:

- Research of ideal hotels and venues, pre-visits, liaison with management
- Room assignment, full management of rooming lists, negotiation of room-types, point of contact for hotel managers
- Arrange for tailor made room services based on client's specifics
- Lobby presence, reconnaissance of access routes, traffic patterns,
- Coordination of early check-in, late-check outs and transfers to ensure smooth logistics from car to room to car.

Transportation Sourcing

Selection and coordination of specific, high-end transportation providers to ensure tight logistics:

- Sourcing of all types of transportation from top of the line, latest model individual cars to coaches, helicopters and boats.
- Micro-coordination and supervision of guest transportation including airport transfers, event destinations, individual transportation to meetings,
- Car-branding, driver training and briefing



Hotsite/Database Management

Elaboration of hotsite for event and management of guest communication, RSVP and database for event management:

- Management and coordination of necessary lists and data through unique guest management tool that can be tailored to event's necessities.
- Communication of event information to guests and distribution of data to hotels, event lists, transportation coordinators
- Elaboration of specific tools and printed material for guest-host liaison, biobooks, guest information
- Ultimate privacy and secrecy of guest data...

Identification and introduction tools based on Guest Database:



Guest book

Objective guest lists

ID	Business	Last Name	First Name	Sex	Title	Company	Job Title	Nationality	Street
10001	Legal	Abdelhaq	Samir	M		National Bank of Abu Dhabi	General Counsel	VSA	Abd Al Youssef, Khalifa Street
10002	Industry	Adams	Marjorie	F					PO Box 45005
10003	Industry	Aguiar	Geraldo	M		DUBAI	Executive Vice President & Group CFO	Brazilian	Exit 25, Sheikh Zayed Road
10004	Industry	Aguiar	Mrs.	F					Exit 25, Sheikh Zayed Road
10005	Treasury	Ahmad	Masroor	M		Al-Sulay	Managing Director	British	126 Jermyn Street
10006	CEO Invite	Al Fardan	Omar	M		Qatar Cool	Chairman	Qatar	Al Fardus Street, P.O. Box 1 Bay
10007	ICT	Al Hashlam	Eisa	M		Etisalat	Chief Marketing Officer	UAE	P.O. Box 3838
10008	MREH	Al Hashimi	Mohammed	M			Owner of Caramel Rest at DIFC - Dubai	National	P.O. Box 212690
10009	Infrastructure	Al Jassim	Dr. Sulaiman	M	HE.	Zayed University	Vice President	UAE	Delima Street
10010	Infrastructure	Al	Abdullah	M	Dr	UAE University	Vice Chancellor	UAE	P.O. Box 69930

Onsite logistics Coordination

Micromanagement of all transportation needs:

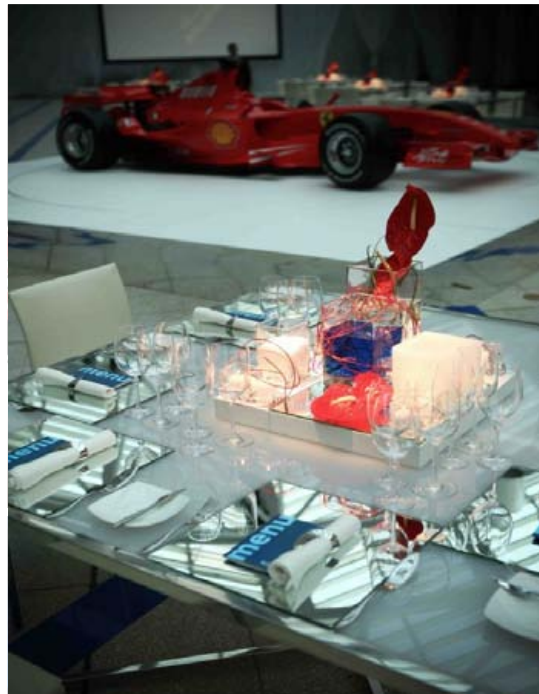
- Coordination of cars, routes, alternative routes, pick-up and drop-off points to ensure seamless logistics of your guest's transportation
- Airport transfer hostess coordination including provisioning VIP services at the airport (in accordance to rules and regulation and service availability of the airport destination).
- Sourcing of last-minute cars, helicopters, coaches



Formula 1 Abu Dhabi



Formula 1 Montreal



Formula 1 Milan



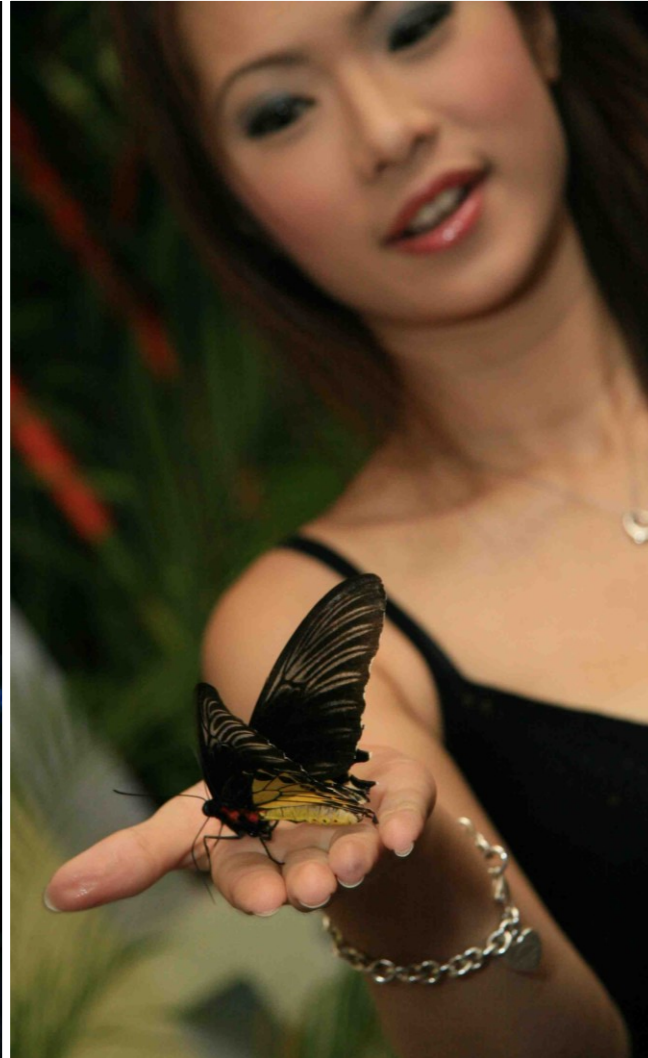
Formula 1 Istanbul



Formula 1 Singapore



Formula 1 Kuala Lumpur



Ballantine's Championship



Clients have said

“No other hospitality company does all that you do”

“We closed that business and you helped!”

“We were very impressed with all you do. Everything was perfect!”

“ ...extreme professionalism and ingenuity to deliver a unique and first class VIP hospitality offering in often difficult circumstances. Their ability to deliver the entire spectrum from concept and creation through to implementation and the management of the programs proved them to be invaluable partners to have on our side. I would highly recommend Serena and UNIC for any future events.” July, 2011 Dougal Christie, Director at Gameplan Limited .

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- Taken the operational lead of over 40 sporting and cultural events as well as dozens of business meetings and trade fairs
 - Booked over 4000 rooms around the world and managed the accounts at dozens of 5-star and 4-star hotels
 - Hosted some 6000 guests at trade fairs, sporting and cultural events
 - Coordinated fleets of up to 130 vehicles and over 5000 journeys

Our challenge is to work with our clients, and add value through our experience and attentiveness to detail in delivering the best possible experience, managing your event so that our clients can concentrate fully on the important matters.

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