

PORTFOLIO · EVENTS, EXHIBITIONS & IMMERSIVE AV

Abdul Samad

Director of Planning & Operations

Events & Exhibitions · 20+ Years' Experience

20+ years in the field, and with PRIMIA International since December 2010. I lead exhibition and event operations end to end, and built two PRIMIA divisions from scratch: Immersive & AV, and Digital Printing & CNC.

● Open to: Director / Head of Operations or Content roles in Events, Exhibitions, AV & Production — Saudi Arabia & GCC

LOCATION

Dammam, Saudi Arabia

LINKEDIN

linkedin.com/in/samadsaudi

20+

YEARS OF EXPERIENCE



WHAT I LEAD

Exhibitions and events, *planned* and *delivered* end to end.

01

Planning & Operations

Plans, schedules, resources and on-site delivery for exhibitions and events, from first brief to dismantling.

02

AV & Immersive Technology

Pixel LED screens, immersive technology, immersive content and event AV rentals.

03

Digital Printing & CNC

Large-format, UV, DTF and direct printing, plus CNC and laser fabrication in-house.

04

Procurement & Budgets

Sourcing, quotations, negotiation and cost control with suppliers across the Kingdom and abroad.

20+

YEARS OF EXPERIENCE

16

YEARS WITH PRIMIA · SINCE 2010

2

DIVISIONS BUILT FROM SCRATCH

MBA

OPERATIONS MANAGEMENT



On the show floor

PRIMIA International at a major industry exhibition

CURRENT ROLE

NOW

Director of Planning & Operations

PRIMIA International · Saudi Arabia · Present

16 YEARS WITH PRIMIA · SINCE 2010

- Leads planning and operations for exhibitions and events, from client brief to on-site delivery and handover.
- Sets project schedules, resources and budgets, and tracks progress against them across several projects at once.
- Manages suppliers, contractors and fabricators for stand design, build, AV, logistics and dismantling.
- Works with clients and organisers as the main operations contact, and represents PRIMIA International at major industry exhibitions.
- Leads cross-functional teams and keeps work safe, compliant and to the quality the client expects.
- Built and leads two in-house divisions (Immersive & AV, Digital Printing & CNC), directs content for large-scale projects, and manages company IT (see Added Value).

Four things I built and run.

Beyond the Director role: two business divisions built for PRIMIA from scratch, plus content direction for large-scale projects and the company's IT backbone, giving in-house capability from content and AV to print, fabrication and IT. The hands-on knowledge of the technology, equipment and workflows behind them is ready to support any events, exhibitions or branding operation.

01

BUILT FROM FORMATION · LEADS

Creative Immersive Content & AV Division

Set up from formation and run with a dedicated team: event AV rentals with multiple pixel LED screens, immersive technology and immersive content, from technical planning to show-day operation.

Pixel LED screens · Video walls · Immersive technology · Immersive content · Event AV rentals

02

BUILT FROM SCRATCH · LEADS

Digital Printing Studio & CNC Department

Started from nothing and grew into a full-fledged digital printing studio with its own CNC department, producing print, branding and fabricated elements in-house for exhibitions, events and clients.

Large-format printers · Direct printers · UV printers · DTF machines · Laser machines · CNC machines

03

CONTENT DIRECTOR · BRIEF TO DELIVERY

Content Direction for Large-Scale Projects

Takes the client brief and content scope for large-scale events and exhibitions, studies and curates the experience zone by zone, defines the activations needed, and directs third-party studios to create the content, with full direction from start to delivery.

Content scoping · Zone-by-zone curation · Activations · Third-party production · Start-to-delivery direction

04

MANAGES · END TO END

IT Infrastructure & Digital

Manages the company's IT infrastructure and all IT operations: web hosting and servers, app development, and designing and running the company website. Hands-on IT background since 2007.

IT infrastructure · Web hosting & servers · App development · Company website · IT operations

READY TO BRING THIS TO YOUR ORGANISATION

- Set up or scale AV, LED screen and immersive technology rental operations
- Build in-house digital printing, CNC and laser fabrication studios
- Direct content for large-scale events and exhibitions, zone by zone, from brief to delivery
- Run IT infrastructure, hosting, apps and websites alongside the business

From 2006 to Director: *20+ years* of building.



CAPABILITIES

Skills I bring to your *team*.

■ Events & Exhibitions

Exhibition planning

Event operations

Content direction

Zone curation & activations

Stand design & build

Build-up & dismantling

On-site management

Logistics

■ Digital Printing & Fabrication

Large-format printing

UV & DTF printing

Direct printing

CNC routing

Laser cutting & engraving

Print production

■ Leadership & Operations

Operations management (MBA)

Project scheduling

Budget & cost control

Team management

Procurement & vendors

Client liaison

■ IT & Systems

IT infrastructure

Web hosting (Linux VPS, Plesk)

App development

Website design

Windows Server & networking

Hardware & electronics

■ AV & Immersive Technology

Pixel LED screens & video walls

Immersive technology

Event AV rentals

Immersive content

AV team leadership

■ Design & 3D Tools

Photoshop

Illustrator

CorelDRAW

InDesign

3ds Max

Maya

AutoCAD

Premiere Pro

After Effects

EDUCATION

MBA in Operations Management

Asian International University

Bachelor of Business Administration (BBA)

Rabindranath Tagore University

Electronics & Communication Engineering

Anna University · 2006

Advanced Diploma in Multimedia

Diploma in Web & Graphic Designing

Delight Media, Kollam · 2005

Digital Video Compositing & Titling

Newtech IIT · Certificate · 2006

AutoCAD

CADD Centre, Chennai · Certificate

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