

PORTFOLIO · EVENTS, EXHIBITIONS & IMMERSIVE AV

Abdul Samad

Director of Planning & Operations

Events & Exhibitions · 20+ Years' Experience

20+ years in the field, 16+ of them with PRIMIA International. I lead exhibition and event operations end to end, and I built and run PRIMIA's Creative Immersive Content & AV division: LED screens, immersive tech and AV rentals.

- Open to: Director / Head of Operations roles in Events, Exhibitions & MICE – 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 & Strategy

Project plans, schedules and resources for exhibitions and events, from first brief to final handover.

02

Operations & Delivery

Build-up, show days and dismantling: contractors, logistics and on-site teams kept on time and on spec.

03

AV & Immersive Technology

Built and runs PRIMIA's Creative Immersive Content & AV division: pixel LED screens, immersive tech and event AV rentals.

04

Procurement & Budgets

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

20+

YEARS OF EXPERIENCE

16+

YEARS WITH PRIMIA

Director

CURRENT LEVEL

Founder

IMMERSIVE & AV DIVISION



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 INTERNATIONAL

- 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.

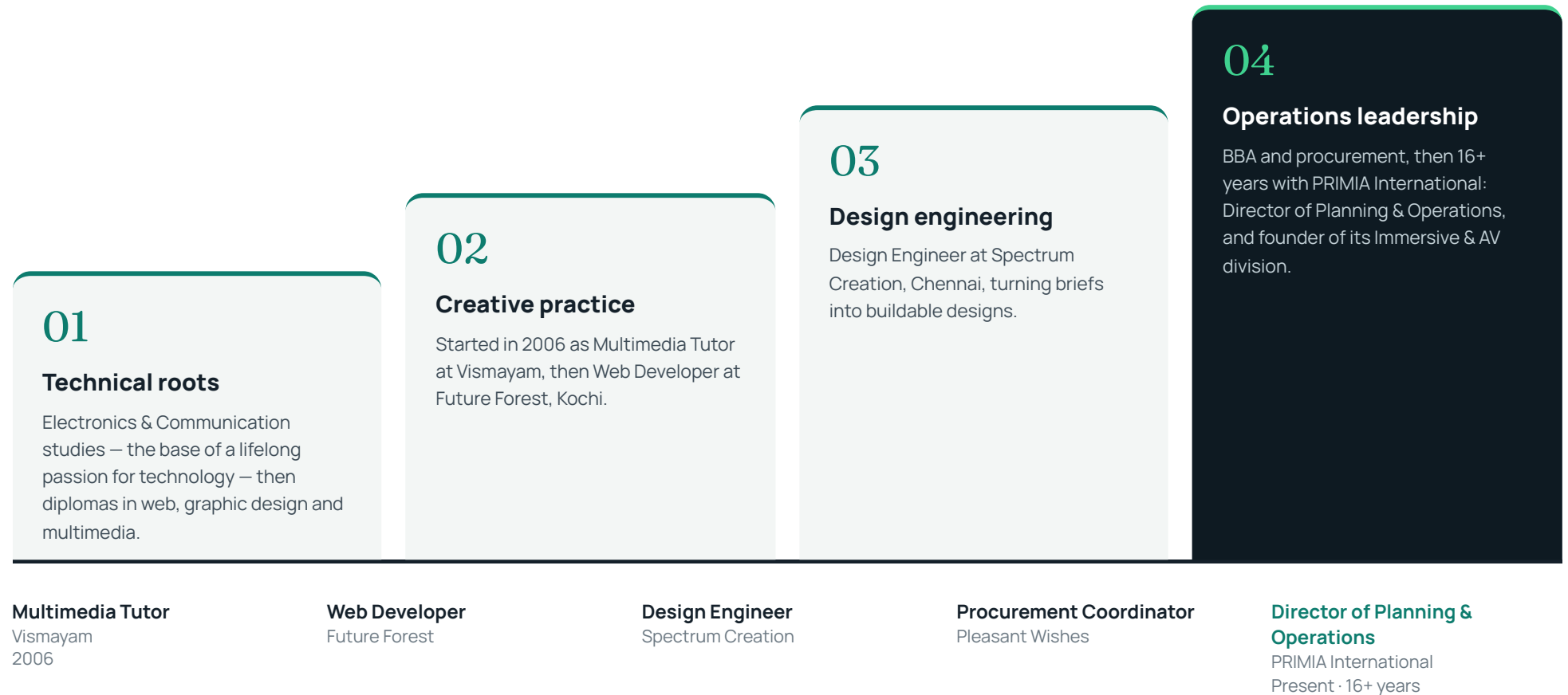
FOUNDED & LEADS

Creative Immersive Content & AV Division

Built PRIMIA's Creative Immersive Content & AV division from its formation and runs it with a dedicated team: event AV rentals with multiple pixel LED screens, immersive technology and immersive content, from technical planning to show-day operation.

CAREER PROGRESSION

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



CAPABILITIES

Skills I bring to your *team*.

■ Events & Exhibitions

Exhibition planning

Event operations

Stand design & build

Build-up & dismantling

On-site management

Logistics

■ AV & Immersive Technology

Pixel LED screens & video walls

Immersive technology

Event AV rentals

Immersive content

AV team leadership

■ Creative & Digital

Graphic design

Adobe Creative Suite

Web & multimedia

Electronics

■ Leadership & Planning

Operations leadership

Project scheduling

Budget & cost control

Team management

Client & organiser liaison

■ Procurement

Vendor sourcing

Negotiation

RFQs & POs

Contractor management

EDUCATION

Bachelor of Business Administration (BBA)

Electronics & Communication

Technical studies

Advanced Diploma in Multimedia

Diploma in Web & Graphic Designing

Let's talk about your next event.

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LOCATION Dammam, Saudi Arabia

LINKEDIN [linkedin.com/in/samadsaudi](https://www.linkedin.com/in/samadsaudi)