

The Mansion Group: streaming to success

Few companies can even dream of achieving the success that the Mansion Group of Dubai has achieved in a matter of two short years. For those of you who do not know what the Mansion Group is all about it is basically an event management company that was established with the aim to deliver lifestyle and experiential events and environments to the public.

The company's foundations were laid down in 2006 and since then it has only been climbing upwards and now it has established itself as an authority in Dubai's market as one of the leading event management companies.

The company has set itself up in such a way that it has 8 separate divisions that work together to compliment each other's efforts. This new way of setting up the business was especially designed so as to introduce a fresh style of communication interlinking those brands which are already established to their own in order to form a complete chain.

The company which started of as a local agency now has its international office in the U.S so as to be able to serve its international clientele. By mid 2007 the company opened another office in Europe which further strengthened the organization. Its head quarters still remain in Dubai

So how did they do it?

It is not easy to make your mark as an event management company in Dubai. This is because the market conditions in Dubai are unlike anywhere else in the world. The country that is more like one big shopping mall has literally thousands of brands competing with each other to make a mark on the people. Hence brands have very high expectations from event management companies because they are the ones that are trusted to come up with ideas and execute them with perfection.

The secret to success

Some of the basic responsibilities of event management companies are to find a suitable location for the event. Bargain for it and book it. Organize the place in a manner that is appropriate for the kind of event being held. Make seating, entertainment, food and drink arrangements along with audiovisual requirements.

Depending on the nature of the event the organizational responsibilities of an event management company may increase and decrease. Not only do event management companies need to have the an adequately trained work force that has amazing communication and coordination skills they also need to have links with the suppliers of different things that they will be needing.

The ground work of the management team is just one half of the company's responsibility. Before them getting to the field work they need to do some paper work which involves coming up with a creative theme for the event.

In a market like Dubai's this is probably even more important than the actual execution because if you do not have something that is out of the box it is unlikely that it will have an impact on the audience. Hence the Mansion Group has managed to prove itself as a worthy company in both these fortes of event management which has been the reason for its success.

About the Author

You can easily get in contact with the [Mansion Group](#) through the internet. It is amongst the leading [Events Company Dubai](#). You can also look for other [event companies Dubai](#) through the internet.

Source: <http://www.donanyc.com>