

SKY MARK GENERAL TRADE

Sky Mark Staffing

Services

"Your Trusted Partner for Premium Event Staffing"



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ABOUT THE COMPANY

A premier manpower partner for the UAE's most ambitious events.

Sky Mark Staffing Services is a premier manpower provider specializing in event staffing and on-site operations across the United Arab Emirates — the trusted partner for brands looking to elevate their presence through high-caliber, professional personnel.

SUPPORTED NATIONAL EVENTS

Rabdan Academy Graduation 2025

UAE Climate Change Accelerations

UAE National Women Day

UAE Youth Day

UAE National Day



SECTION 02 — SCALE

Sky Mark, **by the numbers.**

Five years of consistent delivery, built on personal relationships with every client and collaborator.

05⁺

Years of operating experience in the UAE

01 · EXPERIENCE

30⁺

Brand collaborations across sectors

02 · PARTNERSHIPS

15⁺

Daily staffing requests at peak season

03 · DEMAND

130⁺

Influencer & talent endorsements to date

04 · NETWORK

01 · MISSION

OUR REASON FOR BEING

"To empower brands and events by providing high-caliber, reliable and professional staff who embody the client's image and vision."

WHERE WE ARE GOING

"To be the UAE's most trusted and innovative staffing partner, setting new standards in event management excellence and workforce reliability."

02 · VISION



SECTION 04 — VALUES

Four principles. **No exceptions.**

NON-NEGOTIABLE · INSEPARABLE

I

Professionalism & Integrity

Every member of staff represents the client. We hire, train and supervise to that bar without exception.

II

Teamwork & Respect

Events succeed when people work together. We build crews that trust each other and the client on the ground.

III

Commitment to Client Success

Our work is measured by the client's outcome — reception, reputation, and the moment the doors close.

IV

Continuous Growth & Training

Standards rise every year. We invest in in-house training so our staff stays ahead of what the market expects.

SECTION 05 — LEADERSHIP



Eight years building the UAE's **event floor**.

Abdulaziz Adi leads Sky Mark with eight plus years across the UAE's event and staffing industry — from large-scale festivals and exhibitions to mall activations and corporate events.

EXPERIENCE

8+ years in UAE event & staffing

EXPERTISE

Festivals, exhibitions, activations, corporate

PHILOSOPHY

People first, quality always, clients for life

LOCATION

Abu Dhabi · United Arab Emirates

CONTACT DETAILS



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/abdulaziz-khaled

SECTION 05 — LEADERSHIP



Six years building the UAE's **production floor.**

Nader leads the company with extensive experience across the UAE's event, production, and build-up industry — from large-scale festivals and exhibitions to luxury corporate events, stage production, upholstery works, mall activations, and custom event setups.

EXPERIENCE

6+ years in UAE event & staffing

EXPERTISE

Production, build-up, upholstery, exhibitions, activations, corporate events

PHILOSOPHY

Quality first, detail focused, delivering memorable experiences

LOCATION

Abu Dhabi · United Arab Emirates

CONTACT DETAILS



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/nader-abbara

SECTION 05 — LEADERSHIP



Building connections that **grow** brands and events.

Riyad Almasri drives business development at Sky Mark Staffing Services, helping connect brands, organizers, and clients with premium staffing and event solutions across the UAE — from exhibitions and mall activations to corporate events and large-scale experiences.

EXPERIENCE

3+ years in business development, events & staffing

EXPERTISE

Client acquisition, partnerships, event staffing, corporate relations

PHILOSOPHY

Building long-term partnerships through trust, quality, and execution

LOCATION

Dubai · United Arab Emirates

CONTACT DETAILS



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SECTION 05 — LEADERSHIP



Creating brand presence through powerful communication.

Diana Joudat leads public relations at Sky Mark Staffing Services, building strong relationships between brands, clients, and audiences across the UAE's events and staffing industry — from exhibitions and activations to corporate experiences and media-facing events.

EXPERIENCE

10+ years in public relations & event communications

EXPERTISE

Public relations, brand communication, client relations, media coordination

PHILOSOPHY

Strong relationships build lasting reputations

LOCATION

Abu Dhabi · United Arab Emirates

CONTACT DETAILS



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SECTION 06 — TEAM

A disciplined team behind every deployment.

Operations, coordination, supervision, training — four functions that keep every event running on time and on brand.



01 / OPERATIONS

Operations Managers

Plan, scope, and own delivery from kickoff through handover.



02 / COORDINATION

Staffing Coordinators

Match roles to people, manage rotas and call sheets.



03 / SUPERVISION

On-Ground Supervisors

Lead crews on-site — the final link between brand and guest.



04 / TRAINING

Recruitment & Training

Grow and refresh our database; run in-house training programs.

SECTION 07 — SERVICES

Six service lines. One standard.

END-TO-END EVENT MANPOWER

01

Event Staffing & Management

Full crew supply and run-of-show coordination for events of any scale.

02

Promotional Campaigns

In-mall, in-street and in-venue activations with trained promoters.

03

Hospitality & Guest Relations

Reception, ushering and concierge support for premium guest experiences.

04

On-Ground Operations

Logistics, registration desks, crowd flow and end-to-end site management.

05

VIP & Protocol Services

Discreet, briefed personnel for dignitaries and high-profile attendees.

06

Brand Ambassador Programs

Long-term, on-brand talent representing your company in public.

How we build the right team **for your event**

01

Understand client identity

A short discovery to capture your brand, audience, and the tone every staff member must hold.

02

Handpick candidates

No generic rosters. Each role is filled by name from our active database, matched to the brief.

03

In-house training

Hospitality, etiquette, and uniform discipline are taught inside Sky Mark — not outsourced.

04

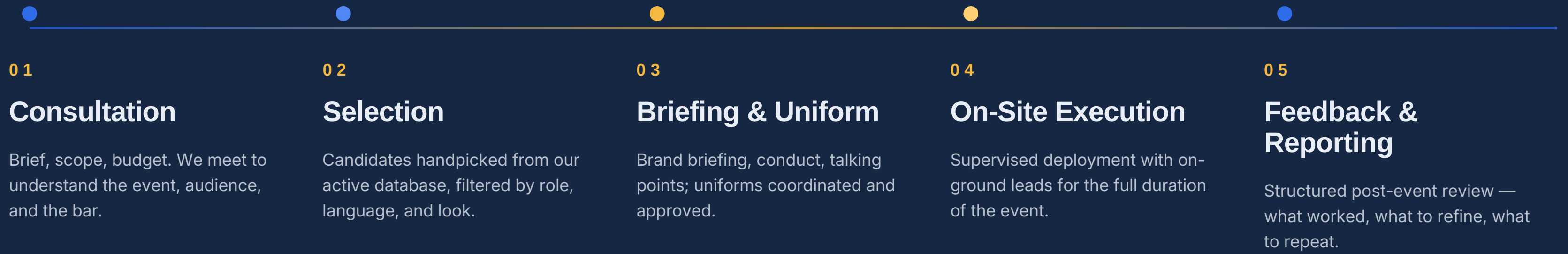
Staffing database

A vetted, ever-growing roster — so the right person is always one call away.

SECTION 09 — PROCESS

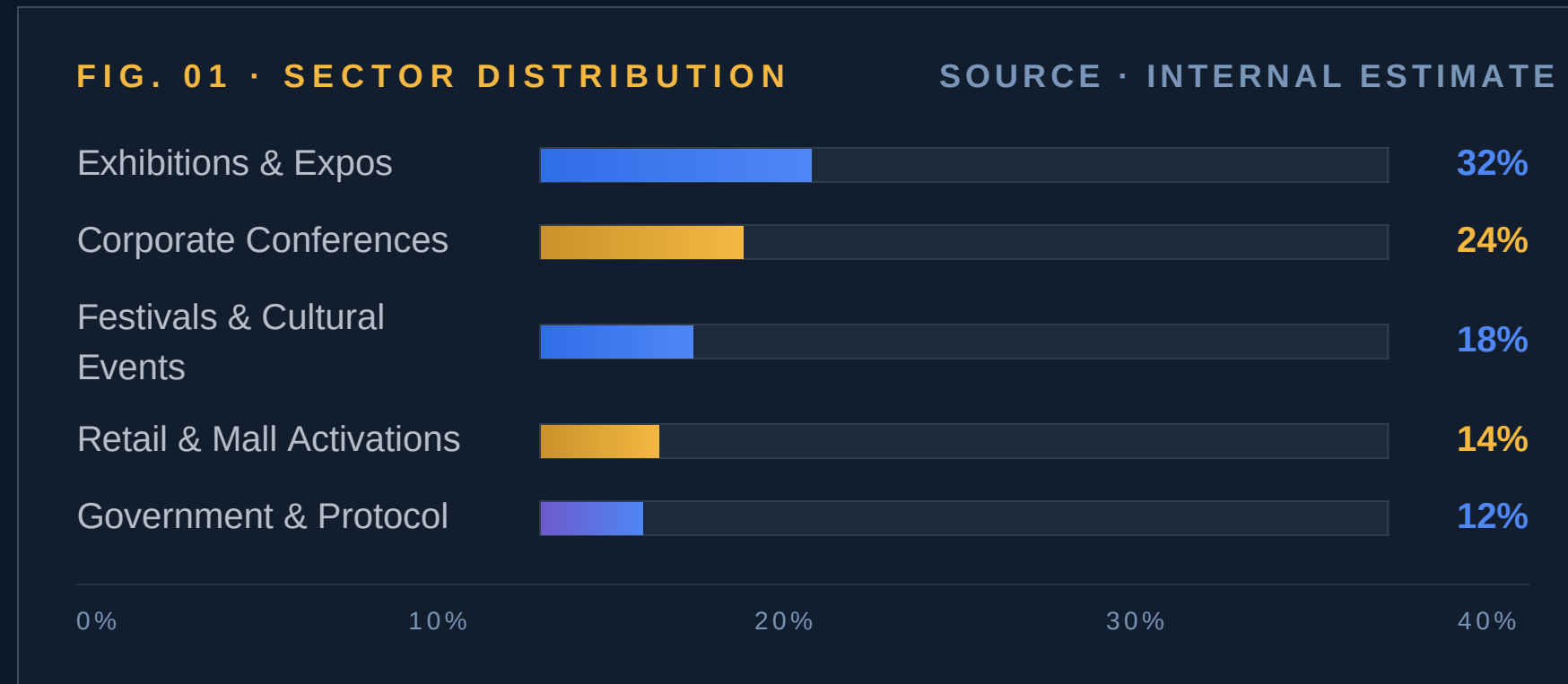
Five steps. **Every engagement.**

END-TO-END WORKFLOW



SECTION 10 — MARKET

UAE event industry, market distribution.



FIVE FORCES SHAPING DEMAND

- 01 UAE event sector growth**
A sustained rise in national and international event programming.
- 02 Expanding expos & festivals**
Larger venues, longer runs, more concurrent activations than ever.
- 03 Corporate conference demand**
Headquartered brands hosting region-wide gatherings every quarter.
- 04 Flexible staffing needs**
Peak/trough cycles favor partners with large, deployable rosters.
- 05 Multilingual advantage**
Arabic & English fluency is now a baseline expectation, not a perk.

SECTION 11 — BENEFITS

Six reasons clients **stay with us.**

SIX BENEFITS · ONE PARTNERSHIP

01

Large trained staffing database

Hundreds of vetted staff — ready to deploy at the scale you need.

02

Arabic & English bilingual staff

Bilingual fluency built for UAE audiences and international visitors.

03

Cost-effective manpower solutions

Honest pricing without sacrificing quality — tiered to event scope.

04

Professional supervision

On-ground leads on every shift — you talk to one person, not the whole crew.

05

Long-term client relationships

Most clients return for the next event — the highest signal we know.

06

Commitment to excellence

The bar doesn't drop on day three. Consistency is the product we sell.

SECTION 12 — PORTFOLIO

Recent EVENTS.

Showcasing our successful events, activations, and staffing operations across the United Arab Emirates.



CASE STUDY

MERCEDES

An exclusive Mercedes-Benz Trucks activation event in Abu Dhabi showcasing the brand's latest commercial vehicles, with Sky Mark managing staffing, guest experience, and on-ground event operations.

CLIENT

EMC COMMERCIAL VEHICLES

LOCATION

Abu Dhabi

DATE

JAN · 2026

SERVICES

Event Staffing, Protocol



CASE STUDY

NATIONAL DAY

A large-scale UAE National Day 54 celebration bringing together culture, entertainment, and community spirit, with Sky Mark delivering staffing, guest management, and seamless on-ground event operations.

CLIENT
ALDAR

LOCATION
Abu Dhabi, YASMALL

DATE
DEC · 2025

SERVICES
Event Staffing, Protocol



EVENT IMAGE

CASE STUDY

GCC ORAL HISTORY

A cultural heritage event celebrating GCC oral history and storytelling traditions, bringing together communities through interactive experiences, with Sky Mark managing staffing and on-ground event operations.

CLIENT

DCT

LOCATION

Abu Dhabi , ALHOSN

DATE

JAN - 2026

SERVICES

Event Staffing, Protocol



EVENT IMAGE

CASE STUDY

DGE CONFERENCE

A high-profile DGE Conference bringing together industry leaders, innovators, and professionals for insightful discussions and networking, with Sky Mark handling staffing, guest experience, and event operations.

CLIENT

DGE

LOCATION

Abu Dhabi , RITZ CARTLON

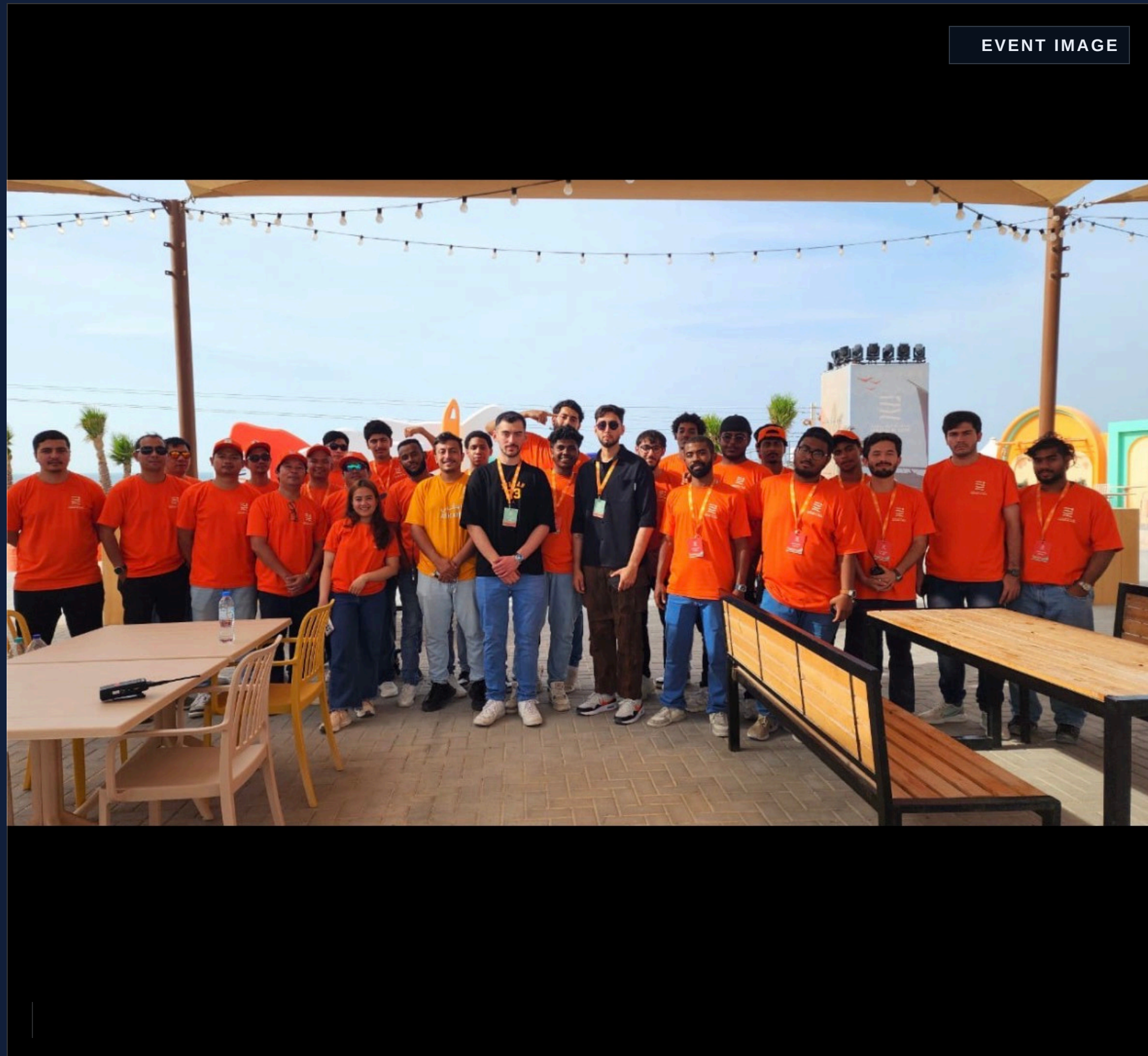
DATE

NOV- 2025

SERVICES

Event Staffing, Protocol

EVENT IMAGE



CASE STUDY

LAMMAH AL BAHAR

A 6-month LAMMAH AL BAHAR beach festival featuring entertainment, cultural experiences, and waterfront activities, with Sky Mark managing staffing, guest experience, and event operations.

CLIENT

Abu Dhabi Investment Office

LOCATION

Abu Dhabi, Al Mirfa

DATE

JAN · 2025

SERVICES

Event Staffing, Protocol



CASE STUDY

JIMI MALL GRAND OPENING

A JIMI MALL grand opening event featuring celebrations, entertainment, and visitor engagement activities, with Sky Mark managing staffing, guest experience, and event operations.

CLIENT

EMC COMMERCIAL VEHICLES

LOCATION

Abu Dhabi

DATE

NOV · 2025

SERVICES

Event Staffing, Protocol

CASE STUDY

PEPSI OPEN DAY

A PEPSI Open Day event featuring brand activations, interactive experiences, and guest engagement activities, with Sky Mark managing staffing, guest experience, and event operations.

JAN · 2026



01



02

HIGHLIGHT
 Energy on stage came alive at PEPSI Open Day through dynamic MC-led engagement, turning every moment into an interactive experience for the crowd.

CLIENT
PEPSI

LOCATION
DUBAI

SERVICES
Staffing, VIP



EVENT IMAGE

CASE STUDY

DGE SUPPLIER OPEN DAY

A DGE Supplier Open Day conference bringing together suppliers and stakeholders for presentations, networking, and engagement sessions, with Sky Mark providing stage MC, staffing, guest experience, and event operations.

CLIENT
DGE

LOCATION
Abu Dhabi, ST. REGIS

DATE
NOV · 2025

SERVICES
Event Staffing, Protocol



CASE STUDY

AL HAMRA MALL NATIONAL DAY

UAE's National Day 54 celebration at Hamra Mall featuring cultural activations, entertainment, and family experiences, with Sky Mark providing staffing, guest experience, and event operations.

CLIENT
ALDAR

LOCATION
Ras Al Khaimah

DATE
DEC · 2025

SERVICES
Event Staffing, Protocol



CASE STUDY

AL HAMRA MALL CHRISTMAS

AL HAMRA MALL Christmas celebration featuring festive decorations, family entertainment, and seasonal activations, with Sky Mark providing staffing, guest experience, and event operations.

CLIENT
ALDAR

LOCATION
Ras Al Khaimah

DATE
DEC · 2025

SERVICES
Event Staffing, Protocol



EVENT IMAGE

CASE STUDY

SHARJAH ENTREPRENEURSHIP FESTIVAL

Sharjah's Entrepreneurship Festival bringing together entrepreneurs, innovators, and industry leaders for talks, networking, and activations, with Sky Mark providing operations managers, supervisors, guest experience, and event operations.

CLIENT

Sheraa

LOCATION

Sharjah

DATE

Jan · 2026

SERVICES

Event Staffing, Protocol



EVENT IMAGE

CASE STUDY

RAHMANIA MALL NATIONAL DAY

A short description of the event — what it was, the brand, the scale, and Sky Mark's role in making it happen.

CLIENT
RAHMANIA MALL

LOCATION
SHARJAH

DATE
DEC · 2025

SERVICES
Event Staffing, Protocol

BEGIN THE CONVERSATION

Let's build your next event.

"Your Trusted Partner for Premium Event Staffing"

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LOCATION

Abu Dhabi, UAE

