



LEARNING | NETWORKING | PRODUCTS

23 - 26 NOVEMBER 2020

POST-EVENT REVIEW

 **LIVE ANYWHERE**

THE BIG 5 DIGITAL FESTIVAL: A GLOBAL EVENT CONNECTING THE CONSTRUCTION INDUSTRY

Throughout four days, from 23 to 26 November, thousands of construction and infrastructure professionals tuned in from around the world to restart business together, get a clear vision of what's next for the sector, build strategic connections, and be inspired by powerful ideas.

Designed to help companies and industry stakeholders navigate the current crisis and prepare for the next normal, The Big 5 Digital Festival gathered hundreds of brands, showcasing thousands of construction products and solutions.

13,900
ATTENDEES

236
EXHIBITORS

26
EXHIBITING
COUNTRIES

16
SPONSORS

146
EXPERT
SPEAKERS

127
ATTENDING
COUNTRIES

52
CERTIFIED
SESSIONS

This was our first experience ever in an exhibition with a 100% digital format, and it exceeded our expectations. We established contacts with several interesting and reliable companies and professionals from the Middle East, Asia, Africa, Europe and America.

Micael Castro
Export Manager
Quitérios
Portugal

A-LIST CONSTRUCTION MANUFACTURERS AND SERVICE PROVIDERS EXHIBITING

236 providers of construction solutions from around the globe presented their latest products across the four days of the event, promoting innovation, and facilitating business around the world.

OUR EXHIBITORS INCLUDED:



The most sophisticated, easy to find new suppliers and all-inclusive stakeholders, simply perfect event!

Zekeriya Reshad
Managing Director
Keycon Engineering Pvt Ltd Co
Ethiopia

AI-POWERED MATCHMAKING & BUSINESS OPPORTUNITIES

Through its purpose-built platform, The Big 5 Digital Festival enabled one-to-one video calls, chats, and networking opportunities powered by an AI-based matchmaking software.



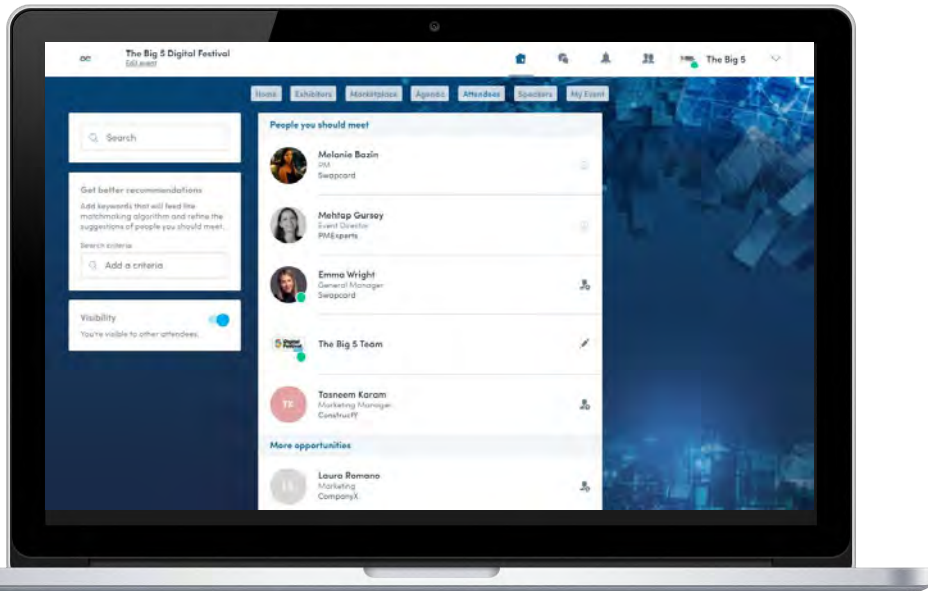
18,324
contacts
made



98,372
messages
exchanged



61,444
live calls
and chats



The Big 5 Digital Festival offered an opportunity to listen to, learn from and benchmark what other companies and leaders are seeing, doing and envisioning around the world. My eyes were opened to some outstanding and transformational new products entering the global market.

Loreen Michele Sherman
Director CEO
Star-Ting Incorporated
Canada

The easy-to-use platform focused on driving attendee traffic to the exhibitor booths, projects and product information, creating unprecedented business opportunities.

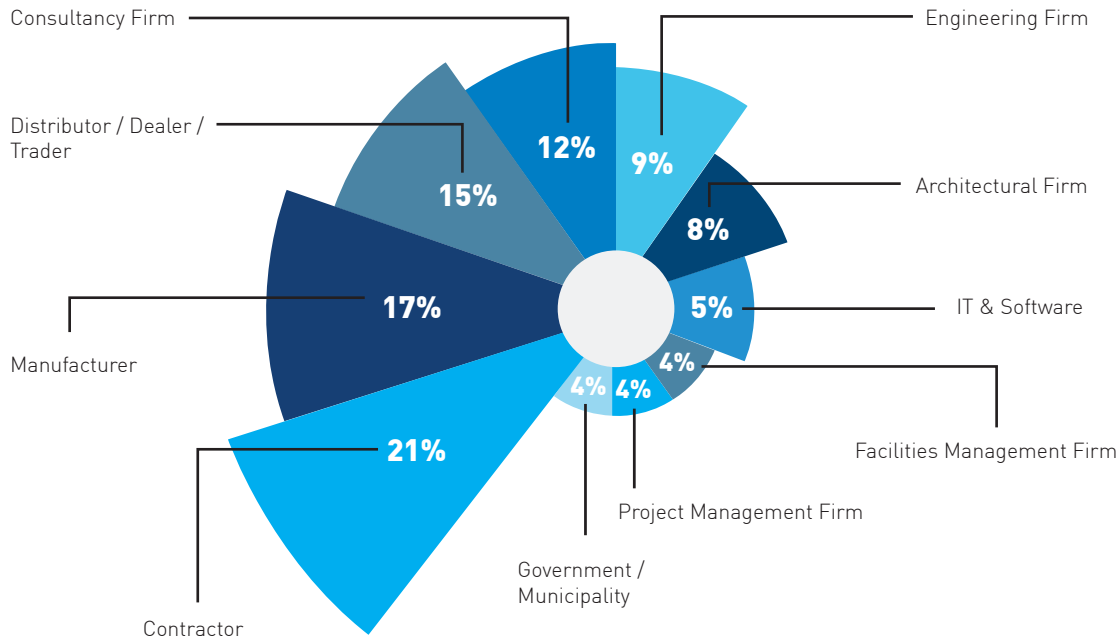


29,396 visits to the exhibitor list
10,700 visits to the list of products
3,337 visits to the projects showcase
5,317 visits to the “distributors wanted” section

A CAPTIVE AUDIENCE OF ACTIVE BUYERS IN ATTENDANCE

The Big 5 Digital Festival brought together thousands of construction professionals from across the world. A captive audience of active buyers who are on the lookout for the latest innovations were in attendance.

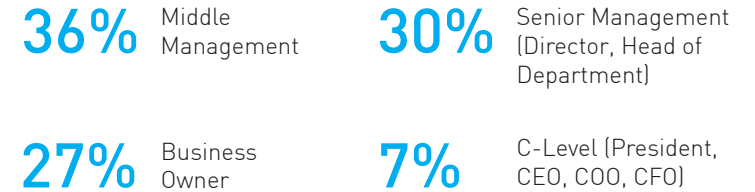
ATTENDEE'S MAIN BUSINESS ACTIVITY



ATTENDED BY LEADING INDUSTRY COMPANIES

- ADNOC
- AECOM
- AESG
- Atkins
- Bouygues
- China Railway Construction Corp
- China State Construction Engineering
- Khatib & Alami
- KPMG
- Laing O'Rourke
- Parsons
- PwC
- Saudi Aramco
- Saudi Bin Ladin Group
- STC
- WSP

SENIORITY LEVEL OF ATTENDEES



98%

of attendees consider this event important for doing business

85%

of attendees are likely to do business with an exhibitor/sponsor

ENGAGING CONTENT ATTRACTING KEY INDUSTRY STAKEHOLDERS

A four-day “**Redefining Construction**” content programme was hosted alongside the virtual exhibition. The programme was aimed at discussing and defining the strategies to build the construction industry of the future.

146
speakers from
23 countries

52
certified
sessions

13,830
session
attendees



The Big 5 Digital Festival is an amazing opportunity to have the chance to meet inspiring speakers and experts who were selected very carefully

Atheer AlAnsari
Architect
Emaar Engineering
Bahrain

SIX CORE THEMES



Architecture & Design



Digital & Smart



Project Management



Construction Market Outlook



Facilities Management



Sustainability

EXPERT INDUSTRY SPEAKERS INCLUDED



H.E. Dr. Mansour Alturki

Deputy Minister for Planning & Information, Ministry of Transport - Saudi Arabia



H.E. Sami Al Qamzi

Director General, Department of Economic Development - Government of Dubai



Ahmed Al Khatib

Chief Development and Delivery Officer, Expo 2020



Saeed Al Ramsi

Director - Asset Management, Roads and Transport Authority Dubai (RTA)



Fahad Mahmoud Bedaiwi

Senior Vice President - Head of FM, The National Commercial Bank



Brett Smythe

Chief Projects Officer, NEOM



David Glennon

Digital Delivery Director, The Red Sea Development Company



Ann Marie Aguilar

Senior Vice President - EMEA, International WELL Building Institute



Brandie Barrett

Deputy Director Public Works, City of Phoenix, Arizona, USA



Yewande Akinola

Innovation Lead, Laing O'Rourke



Hana Al Suwaidi

Projects Manager - Future Economy Dept., Department of Economic Development Dubai



Katherine Bruce

Senior Sustainability Consultant, AESG



Faisal Ali Rashid

Senior Director - Demand Side Management, Dubai Supreme Council of Energy



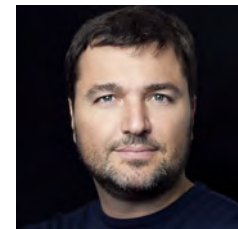
Gary Clark

Principal & Regional Leader of Science + Technology, HOK London Studio



Osinaike Ademola

Regional Head, Supply Partner Management, Standard Chartered Bank Africa & Middle East



Ricardo Vargas

Executive Director, Brightline, Project Management Institute



Simon Rubinsohn

Chief Economist, RICS



A WIDE-REACHING MARKETING AND PR CAMPAIGN



Digital advertising campaign

5.5 million impressions across Google, YouTube and Facebook



Social media

101,000 fans and followers across Facebook, LinkedIn and Twitter

2.5 million impressions across all social channels

300,000 video plays



Email campaigns

10,148,327 emails sent

1.34 million global construction professionals on our database



Public relations

17 content pieces including press releases, daily highlights and video interviews

180 million audience reach in 32 countries



500+
MEDIA MENTIONS

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Silver Sponsors



Digital & Smart Talks Series Sponsor



FM Stream Main Sponsor



SPONSORS



PARTNERS

Strategic Partner



Supporting Partner



Supporting Partner



Architecture Knowledge Partner



Supporting Association



Supporting Association



Project Management Knowledge Partner



Research Partner






We look forward to welcoming you again face-to-face in a safe and secure environment at The Big 5 2021 in Dubai.



12-15 SEPTEMBER 2021
Dubai World Trade Centre

BOOK YOUR STAND TODAY

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Sales Director

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Specialised events at The Big 5:

