

*Hi, I'm Ahmed El Dib "Dibo"*  
*Visionary Events Architect & Legacy Curator*

# About ME



*Dibo born in hospitality, raised in aviation service culture, refined by luxury tourism, and shaped by years of crafting success stories for brands across the Gulf.*

*In the UAE's fast-evolving hospitality landscape, I empower teams to outperform – transforming every guest interaction into repeat business, higher spend, and unforgettable word-of-mouth.*

*For over two decades, I've trained and inspired multicultural teams across the UAE, KSA, Egypt, and the Red Sea Coast, partnering with names that demand nothing less than excellence – from Emirates Airlines and DAMAC to leading beachfront resorts and iconic destinations.*

*I specialize in turning every inch of a venue into a revenue-generating, guest-delighting, competitor-shaking experience. Whether it's a beachfront lounge in Dubai, a theme park in Abu Dhabi, a water park in the GCC, or a desert experience in AIUla – I don't come in to teach; I come in to transform.*

[www.dibo.ae](http://www.dibo.ae)

*Dibo's journey in the world of experiential events began in April 2008 on the shores of the Red Sea, where he launched BIG HEART Beach Parties at Sharm El Sheikh's ultra-exclusive WIND Beach. What started as weekly themed beach celebrations with live bands, top local DJs, and immersive concepts rapidly became the social epicentre for both residents and global travellers.*

*Driven by ambition, Dibo scaled his productions, forging strategic alliances with world-renowned brands from the UK & Spain to deliver party series hosting over 2,000 guests. Over time, these events expanded to accommodate 4,000+ attendees, inviting celebrated DJs and artists from across the globe to perform in the region. His collaborations extended under the umbrella of a renowned brand in the UK, which allowed him to create one of the Middle East's most exclusive beach music experiences, marrying a signature house compilation with spectacular, bespoke beach design.*

*Not content to stop there, Dibo elevated his vision by partnering and sharing creative ideas with producers behind the legendary Manumission events (Ibiza) - the biggest show on earth - bringing that level of creativity and scale to El Gouna, Egypt. Through these ventures, he honed his craft in producing top-tier events that command both awe and admiration, mastering the balance between performance art, luxury hospitality, and seamless execution.*

*Over 20+ years, Dibo has led and influenced seasonal events throughout the EMEA region, collaborating with iconic hospitality names and high-profile sponsors. He has served as both producer and creative director, helping elevate brands' marketing presence through unforgettable experiences. His roster of headliners reads like a who's who of electronic music: Tiësto, Swedish House Mafia, Erick Morillo, Nick Warren, John Digweed, Deep Dish, Paul Oakenfold, Dave Seaman, Sander Kleinenberg, Satoshi Tomiie, Nadia Ali, David Vendetta, and more. Each event bore Dibo's distinct signature - immersive design, flawless execution, and an emotional narrative that lingers long after the night ends.*

*Dibo's creative DNA blends art, hospitality, and innovation into one seamless experience - a formula that turns events into emotional architecture. He doesn't simply organize; he engineers moments that move people.*

*As an advisor and strategic partner, Dibo has guided venue owners and event hosts across the region in timing, curation, and brand elevation. In 2019, he secured a landmark alliance with Pacha Sharm El Sheikh while acting as Managing Partner of VIVA Beach, orchestrating some of the Red Sea's most talked-about parties.*

*Under his leadership, Viva Beach became the Red Sea's crown jewel - the ultimate sanctuary of sound, style, and spectacle that defined an era. It was not merely a venue; it was a cultural movement that transformed Sharm El Sheikh into a global nightlife capital.*

*Never content with convention, Dibo pioneered elevated yacht party concepts, transforming the sea itself into a floating stage for the extraordinary. These exclusive voyages became synonymous with sophistication, where luxury hospitality met cinematic showcraft - curated F&B rituals, precision-timed reveals, live acts, and DJ narratives that moved like the tide.*

*Now, Dibo brings all of that experience, passion, and visionary boldness to Dubai through his latest venture: The Legacy Manifesto. More than a brand, it is a declaration - a testament to ambition, creativity, and the pursuit of perfection.*

*Dubai, the world's capital of innovation, luxury, and spectacle, now becomes his canvas - the perfect stage for a new legacy to rise. Here, every yacht, every sound, every guest becomes part of a living story designed to inspire, connect, and define the future of entertainment.*

*Aspire. Witness. Remember.*

*The Legacy Manifesto isn't just an event; it's the birth of a new era in luxury experiential culture - where moments become memories, and memories become legend.*