

emirates  
**Woman**  
woman of the year awards 2015

In association with



NADINEK  
2015

NOVEMBER 24, 2015  
THE LAWN,  
THE ADDRESS MONTGROMERIE DUBAI

POST EVENT REPORT

Category sponsors

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# THANK YOU

Motivate would like to extend its gratitude and appreciation to our sponsors for making this successful event possible. We hope you thoroughly enjoyed an evening where we celebrated the outstanding achievements of inspirational woman in the UAE.

We look forward to working with you again in the near future.

Thank you once again,  
Motivate Events Team

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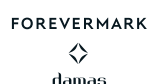


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# YOU ARE INVITED....

Over 400 guests came to celebrate as 6 awards were presented throughout the evening.

## DIGITAL INVITATION



## PRINTED INVITATION

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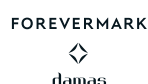


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# THE VENUE

## THE LAWN, THE ADDRESS MONTGOMERIE DUBAI

Set in the heart of the prestigious Emirates Hills, with an 18-hole championship golf course and 5-star accommodation, The Address Montgomerie Dubai is regarded as one of the premier leisure destinations in the region. The beautiful lawn offers unparalleled views of uptown Dubai, as well as the lush fairways.

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# RED CARPET GLAMOUR

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# EVENT BRANDING

Sponsors logos were placed on all event collaterals including: invitations, photo backdrops, banners, menus, coasters, LED table-top boxes and all outdoor signage.





# HEADLINE SPONSOR

Headline sponsor of the event, Rivoli Group, displayed their range of Longines watches at the event. Brand Director, Vikram Chopra gifted the 'Artist of the Year' Rachel Hamilton, a beautiful La Dolce Vita Longines watch on stage. Post-event, the 'Best Dressed' winner Tatiana Orleanskaya was presented with a Longines hamper.





# CAR SPONSOR

Al Tayer Motors displayed two of their beautiful cars, one at the entrance and the other in the pre-function area. Hossam Hosni - General Manager of Luxury Automotive, Maserati and Ferrari, presented the 'Young Achiever of the Year' Award to Simran Vedvyas. Guests were treated to the inspiring and uplifting global premier of the Maserati film, starring Maria Teresa De Filippis, the first woman to race in the Formula One.



MASERATI



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# CATEGORY SPONSOR

## BCBGMAXAZRIA

BCBGMAXAZRIA generously provided beautiful necklaces and bracelets for the goodie bags that were given out at the end of the night. Kiera Purdue presented on behalf of BCBG the 'Achiever of the Year' Award to Her Excellency Shaima A Zarooni.



Official car sponsor

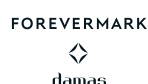


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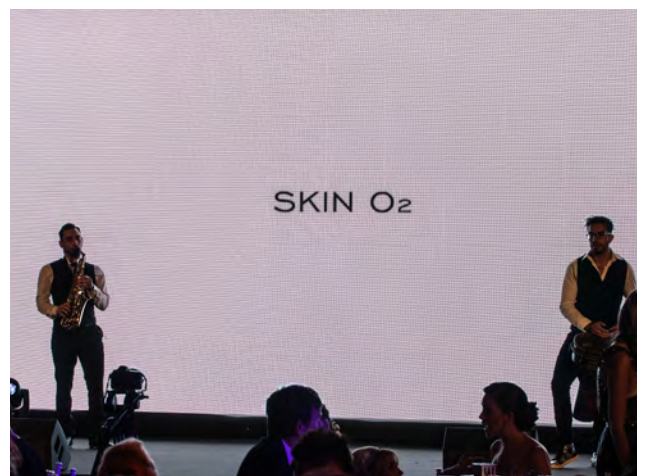




# CATEGORY SPONSOR

Skin O2 performed hand massages at their stand at the event. Kim Debenham, Charge d'affaires from the Australian Embassy UAE, presented the 'Visionary of the Year' to Ismat "Izzy" Abidi.

SKIN O2



Official car sponsor

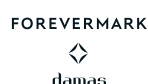


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# CATEGORY SPONSOR

Forevermark by Damas displayed their precious and beautiful diamonds at their activation space in the event's cocktail area. Alison O'Driscoll, Retail Training Manager at Forevermark, presented the 'Humanitarian of the Year Award' to Stephanie Sutherland.

**FOREVERMARK**



**damas**



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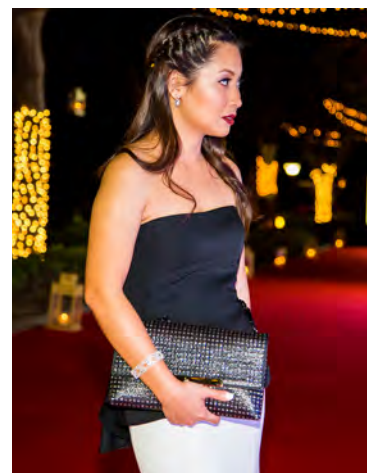
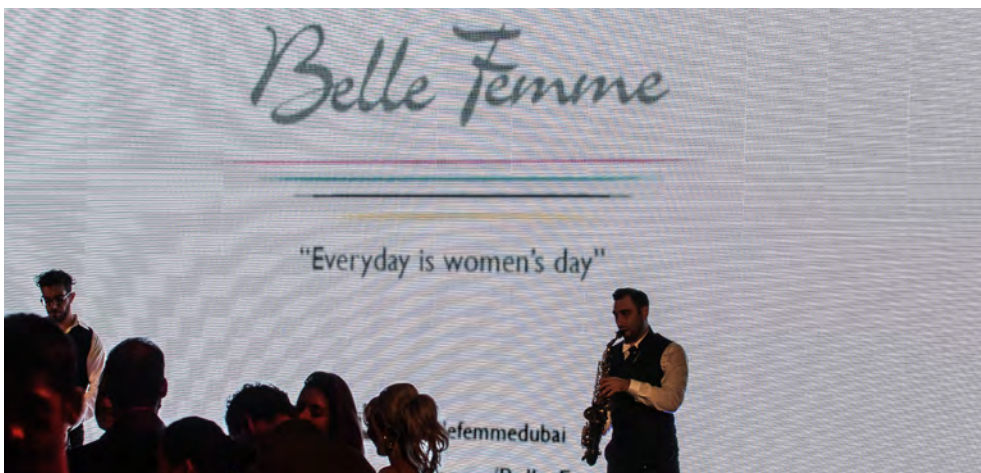
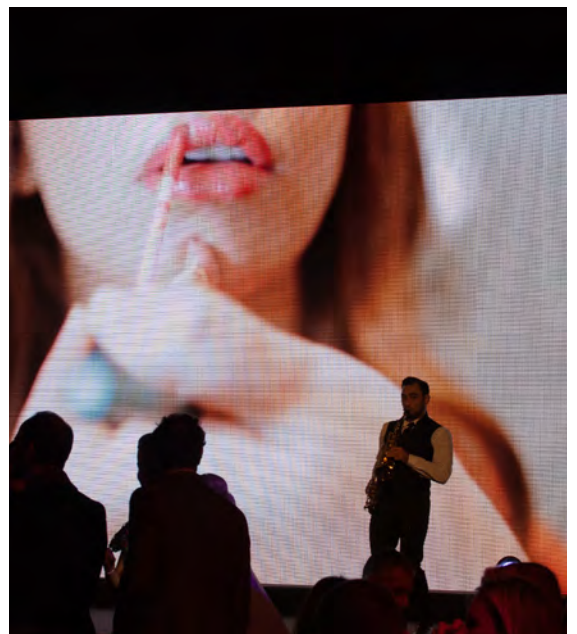


# BEAUTY PARTNER

Belle Femme are credited for the Emirates Woman team's hair and makeup.

*Belle Femme*

"Everyday is women's day"



Official car sponsor

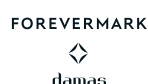


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# GOODY BAGS

Guests were delighted to receive an enormous goody bag, packed with treats from our generous sponsors.



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Category sponsors



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# EMIRATES WOMAN WOMAN OF THE YEAR 2015 WINNERS



The Visionary



The Humanitarian



The Young  
Achiever



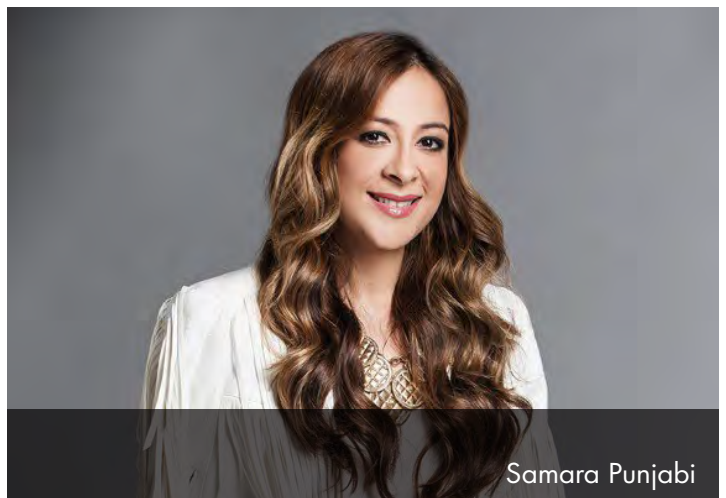
The Achiever &  
Overall Emirates  
Woman Woman  
of the Year



The Artist

# THE ACHIEVERS

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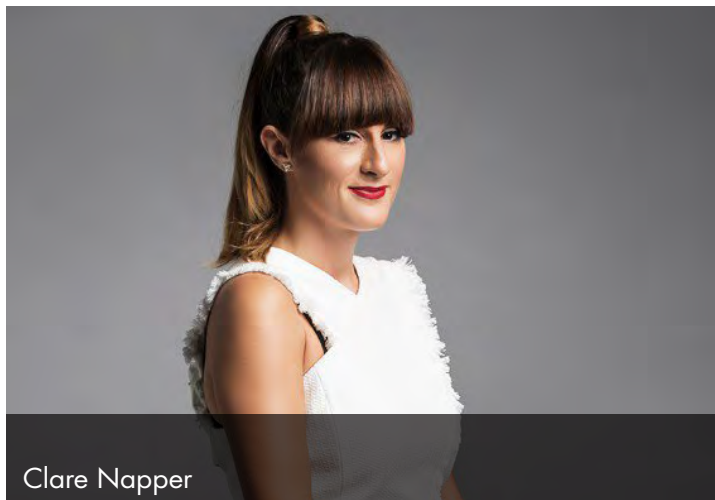
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# THE ARTISTS

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# THE HUMANITARIANS

SPONSORED BY  
FOREVERMARK





# THE VISIONARIES

SPONSORED BY  
**SKIN O<sub>2</sub>**



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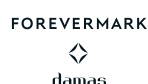


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# THE YOUNG ACHIEVERS



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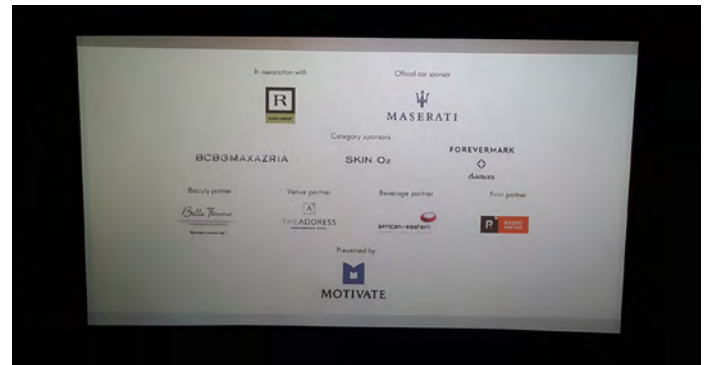
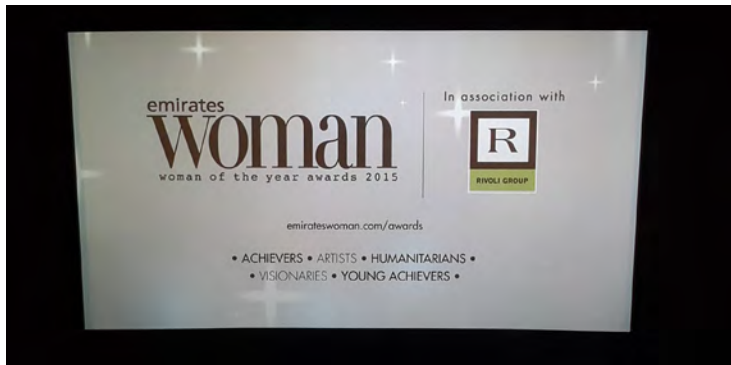
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# PRE-EVENT COVERAGE

## CINEMA

The *Emirates Woman Woman of the Year VOTE NOW* cinema ad featured in VOX Cinemas in November 2015.



## RADIO

The *Emirates Woman Woman of the Year VOTE NOW* radio ad aired on Dubai 92 from October 18 to November 18.



The Emirates Woman Woman Of The Year Awards, in association with Rivoli Group is celebrating 11 years of honoring the outstanding accomplishments of women in the UAE; from achievers to visionaries, humanitarians and artists.

Vote now for who you think deserves to be the Woman Of The Year 2015 at [emirateswoman.com](http://emirateswoman.com).

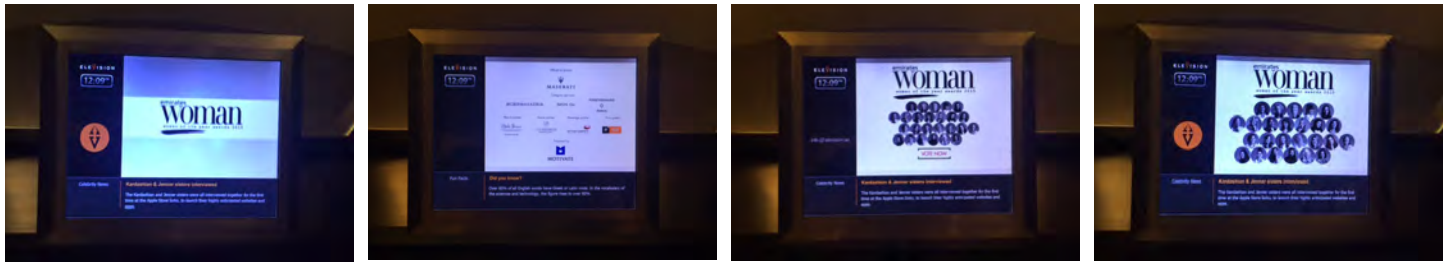
Emirates Woman. On sale now.



# PRE-EVENT COVERAGE

## ELEVISION

Digital lift advertisements ran across the Dubai Media City and Dubai International Financial Centre network for eight weeks.



## ONLINE

MPUs were live on [gulfbusiness.com](http://gulfbusiness.com), [whatson.ae](http://whatson.ae) and [emirateswoman.com](http://emirateswoman.com)

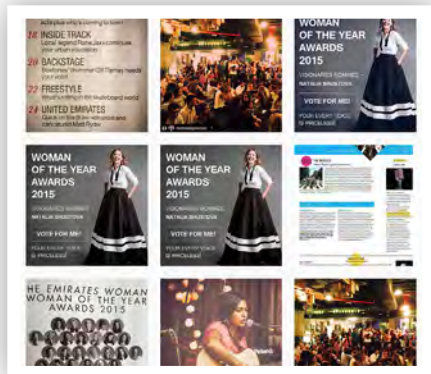


The VOTE NOW e-blasts were sent out to a database of over 30,000 in September, October and November.



# PRE-EVENT COVERAGE

## INSTAGRAM



## ONLINE ARTICLES



## PRESS ADS



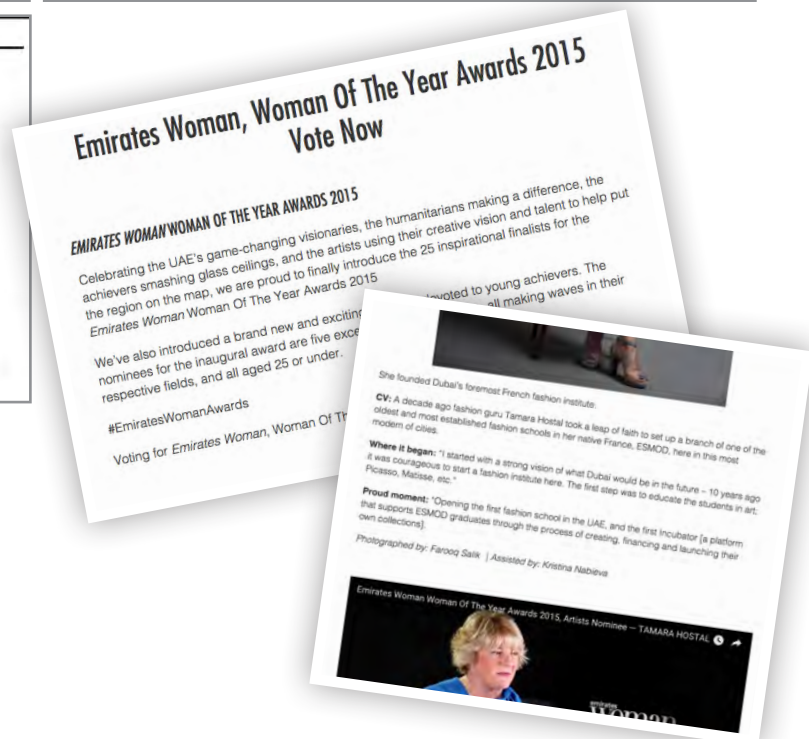
The press ads ran in the following titles: *Emirates Woman*, *identity*, *good*, *Emirates Man*, *The Week*, and *Campaign*.



# PRE-EVENT COVERAGE

[www.emirateswoman.com](http://www.emirateswoman.com)

The sponsors logo were placed on each page of the website, pertaining to each awards category.



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**Woman**

SEPTEMBER 2015 ISSUE



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**woman**

OCTOBER 2015 ISSUE



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emirates  
woman**features/awards**

## YOUNG ACHIEVERS

## YOUNG ACHIEVERS

MOST GIRLS ARE STILL FINDING THEIR FEET IN THEIR TEENS AND EARLY 20S. NOT THESE LADIES - THEY'RE ALREADY ON THE ROAD TO SUCCESS.

## AYLISSA BOYCE

[illegible]

FATMA AL MULLA  
1949-1950

**Where it began.** After graduating from the American University of Sharjah, where she studied visual communication and photography, Harris established her own studio specialising in brand, BMM, which today is now one of the elite. The collection takes the form of social and cultural observations and macrocosms with its detailed illustrations and begins in black Arabic calligraphy.

**What winning meant to me:** "It would mean that I have added value to my brand in a way that can inspire others, which is such a big accomplishment for me. Also, to be an Emerald member recognized by the weak ethic and creative designs is a great achievement in itself."



SIDIQA SOHAIL

CV: Sedgwick was just 22 years old when she opened Spontephoria - a boutique, bakery, cafe and event space in 2006 - in November 2013. She handles all aspects of the business, from chasing inventory to leasing with customers, in addition to being the baker, the event planner, the major promoter, and [in the past] the daydreamer.

**When it began:** My background is totally in international relations. I have a degree in international relations from the American University of Sharjah and a master's in conflict prevention and peacebuilding from Durham University in the UK, but I have been looking since I was 16 and I now developed into a passion and a very necessary part of my day. Also ever since I was a child I've loved looking at different, quirky scenarios and satirical, and so I channelled that energy into creating a boutique selling a small, surreal range of everyday products.

**Dreaming big:** "In the business sphere I'd like to see my concept grow to eventually encompass other creative sectors. I'd also like to eventually become a producer and

What winning means to me  
"It would definitely be a  
wonderful and surreal  
experience to win an award  
that I have been following for  
years as a young and bright  
and energetic."



JESSICA OLIE

CV: A qualified yoga teacher and the author of the ebook *Ministry of Yoga*, Jessica will be familiar to many thanks to her hugely popular Instagram account @yogacake who has more than 80,000 followers, which she uses to post photographs of various poses and her best progress.

Where it began: "After retiring from competitive swimming, I started my yoga journey in February 2014, teaching myself as a way to cope with the stress of my studies and living away from home. I want to be a qualified yoga teacher and earned sharing my passion on my Instagram account."

**Dreaming big:** "My ultimate goal is to be able to remove a difference in people's lives through paper, health and finance. I'm also working towards bringing out more eBooks in the next years."



## SIMRAN VEDVYAS

**CV:** At just 16, Sukharban Simon Malgou is already proving to be role model for thousands of young people here in the UAE on a pro-environmental and social campaigns. As founder of the Synergy youth group, which works to promote sustainability, he has been able to reach out to students across the UAE and initiate on topics like the environment.

Summer, who has led over 50 successful youth engagement campaigns – including one which saw 3,000 new plants at landfill sites across the UAE – has been recognised at home and abroad for her academic and humanitarian achievements.

grindstone had a turn back home in India, searching for a sense of order and tranquillity. I started recycling paper, cans and other materials at home. **Prison moment:** 'When I was 12, I campaigned and collected money from 3,000 peers of mine that were distributed in Kenya and Uganda. Also I was chosen to carry the Olympic flame at the London Olympics in 2012. I moved forward with my social and

What winning means to me: "It feels great to be appreciated for the work you do. I have been recognized through awards occasionally, but when you are appreciated at home – that's the best feeling in the world."



# PRE-EVENT PRINT COVERAGE

emirates  
**woman**

SEPTEMBER - NOVEMBER 2015 ISSUES



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woman

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LAMIS BIN HARIB  
SCENERY AND CO., SDN BHD

**SAHAR WAHBEH**  
FOUNDER AND CREATIVE  
DIRECTOR, DUNY

**CV:** Sorcier is the woman behind Dumpty, which makes her a feminist skill: "with a purpose." The every skill is skills, Dumpty gifts another to an orphan through one of its art children.

Where it begins: Disappointed by what was an offer while searching for a club for her daughter, Johar decided to make one herself. "I didn't decide to turn this into an enterprise until I realized the incredible opportunity I had to use these clubs as a force for good."

**Proud moment:** "Other than my daughter, seeing Dimples' mission come to life has been quite an achievement. We have given hundreds of dolls to orphans, poor widows, and Syrian and Palestinian refugees, and we have hundreds more

What winning means to me:  
The honor lies in its  
symbolizing that our community  
not only shares my values, but  
wishes to celebrate them. What  
a beautiful experience to be  
part of."

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diamonds

**MAUREEN HALL**  
FOUNDER, DESIGNER AND CEO OF CORCA  
SUBWEAR

**CV:** Muzens and the GOCRA have implemented stylish, sophisticated marketing using influencers like Dabab. Aboobakar also spearheaded the Drop Top Shorts for Kids campaign, which provides comic shorts for kids who will otherwise be turned back at the screening of the film locally.

**Where it began:** I started COGASA because from my own belief, saying to me one small step, and I will wonder if I grow out of it. I'm going to the point where we have children.

**How it grew:** My biggest achievement is taking COGASA from being a concept to where it is today, stepping out from the total state in the GOC, and it's always becoming a happy home here.

**What winning means to me:** It would mean recognition for the local work of my group. It would mean to help for the local work and welfare of Africa. Those that help for the local work and welfare of Africa. Those that help for the local work and welfare of Africa.

STEPHANIE SUTHERLAND  
FOR BURNING BIRDGIRL

[illegible]

**LAURA GLANFIELD**  
FOUNDER AND MANAGER, POSITIVE ANIMAL CARE

[illegible]



# PRE-EVENT PRINT COVERAGE

emirates  
**woman**

SEPTEMBER - NOVEMBER 2015 ISSUES

## THE ACHIEVERS

THE WOMEN BLAZING A TRAIL IN THE WORLDS OF BUSINESS AND MEDIA IN THE UAE

**SHALINI GANGARAMANI DOSAJ**  
GROUP DIRECTOR, AL HAKA GROUP, AND MANAGING DIRECTOR AND  
FOUNDER, PURE HONEY GROUP

CV: Shalini is the group director and a board member of the construction firm Al Haka Group, which is made up of 10 companies and employs 18,000 people. She is also the founder and CEO of the Pure Honey Group, which operates a string of sweet businesses across the UAE. **Where it began:** "My father started at the bottom and climbed the ladder to the top where today I manage the business of group level." **What winning means to me:** "Winning has meant to me the past two years Pure Honey Group has received seven accolades, including 'Super' and 'Pinnacle'." **What winning means to me:** "Winning has meant to me the past two years Pure Honey Group has received seven accolades, including 'Super' and 'Pinnacle'." **What winning means to me:** "Winning has meant to me the past two years Pure Honey Group has received seven accolades, including 'Super' and 'Pinnacle'."



**HER EXCELLENCY SHAIMA AL ZAROONI**  
CEO, INTERNATIONAL HUMAN-EMBA-CITY

CV: Her Excellency Shaima Al Zarooni is the CEO of the International Human-Emba-City, a project that is set to be the largest of its kind in the world. She is also the CEO of the International Human-Emba-City, a project that is set to be the largest of its kind in the world. **Where it began:** "I graduated from Zayed University with a degree in Business Sciences, and worked for the office of the International Human-Emba-City, a project that is set to be the largest of its kind in the world." **What winning means to me:** "Winning has meant to me the past two years Pure Honey Group has received seven accolades, including 'Super' and 'Pinnacle'."



**SAMARA FUNJABI**  
"SHE'S A CHAMPION"

CV: A self-proclaimed "social entrepreneur", Samara Funjabi is the founder of the charity organization, which is dedicated to helping women in need. **Where it began:** "I started my charity organization, which is dedicated to helping women in need." **What winning means to me:** "Winning has meant to me the past two years Pure Honey Group has received seven accolades, including 'Super' and 'Pinnacle'."

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**BCBGMAXAZRIA**



**SANA BAGERSH**  
CEO, MINDSHURE

CV: Sana Bagersh is the CEO of Mindshure, a company that provides software solutions for businesses. **Where it began:** "I started my company, which is dedicated to providing software solutions for businesses." **What winning means to me:** "Winning has meant to me the past two years Pure Honey Group has received seven accolades, including 'Super' and 'Pinnacle'."

**KATIE FIELDER**  
NEWS ANCHOR

CV: Katie Fielder is a news anchor for a television station. **Where it began:** "I started my career as a news anchor for a television station." **What winning means to me:** "Winning has meant to me the past two years Pure Honey Group has received seven accolades, including 'Super' and 'Pinnacle'."



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## SEPTEMBER - NOVEMBER 2015 ISSUES



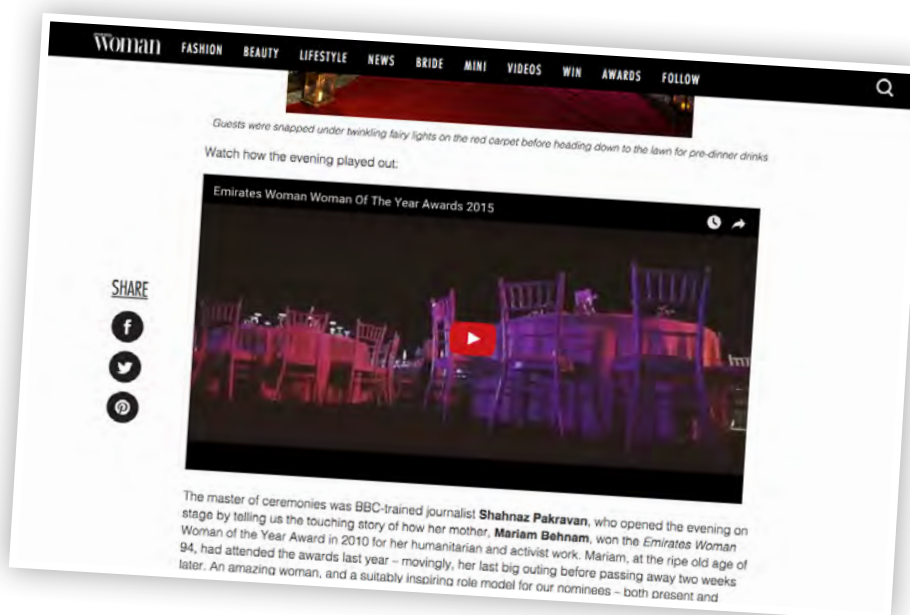


# POST-EVENT COVERAGE

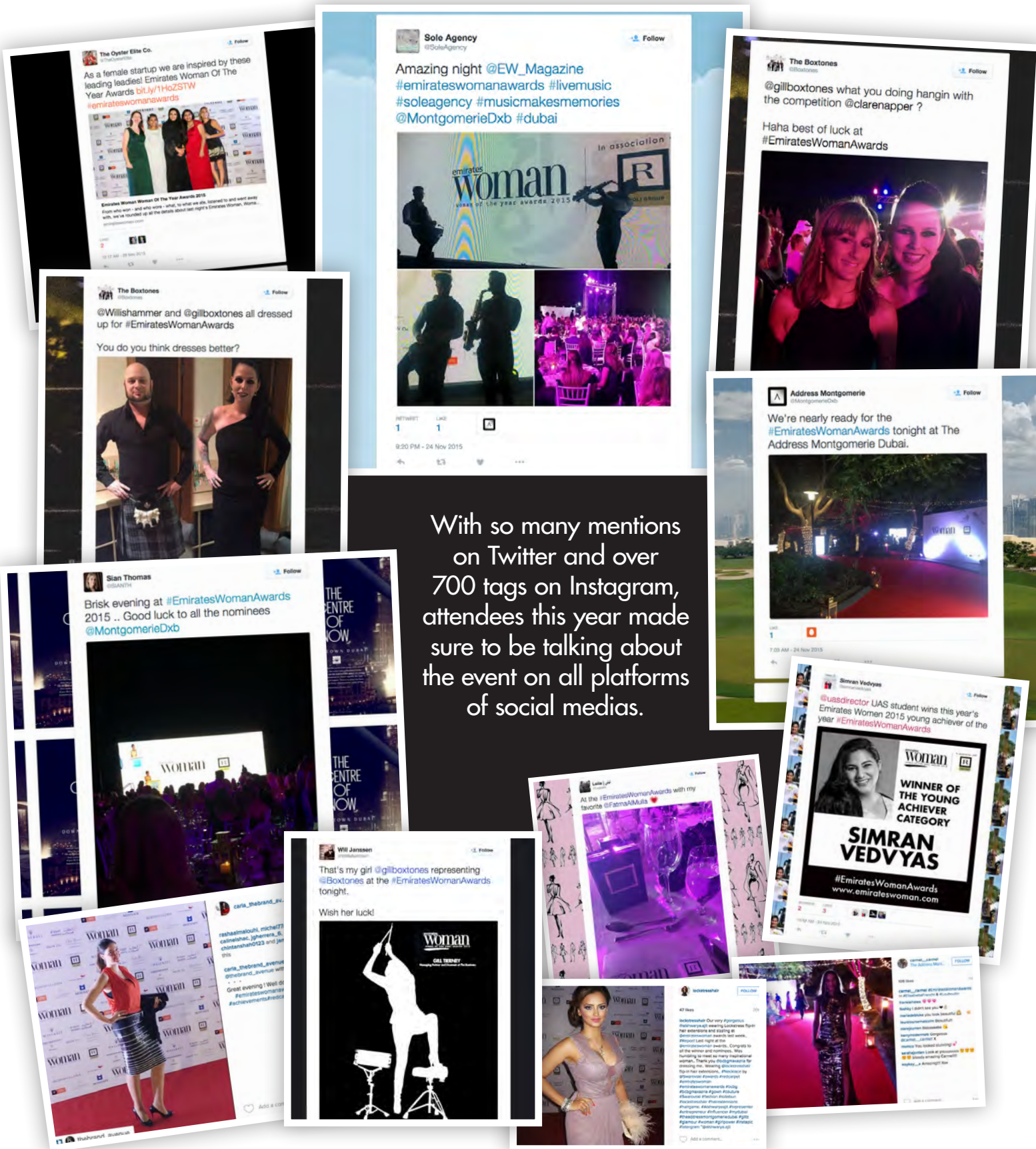
Post-event coverage on Emirates Woman website.



Videos were posted the morning after the event - this included testimonials from the winners as well as "Best Dressed" images.



# POST-EVENT COVERAGE



With so many mentions on Twitter and over 700 tags on Instagram, attendees this year made sure to be talking about the event on all platforms of social medias.

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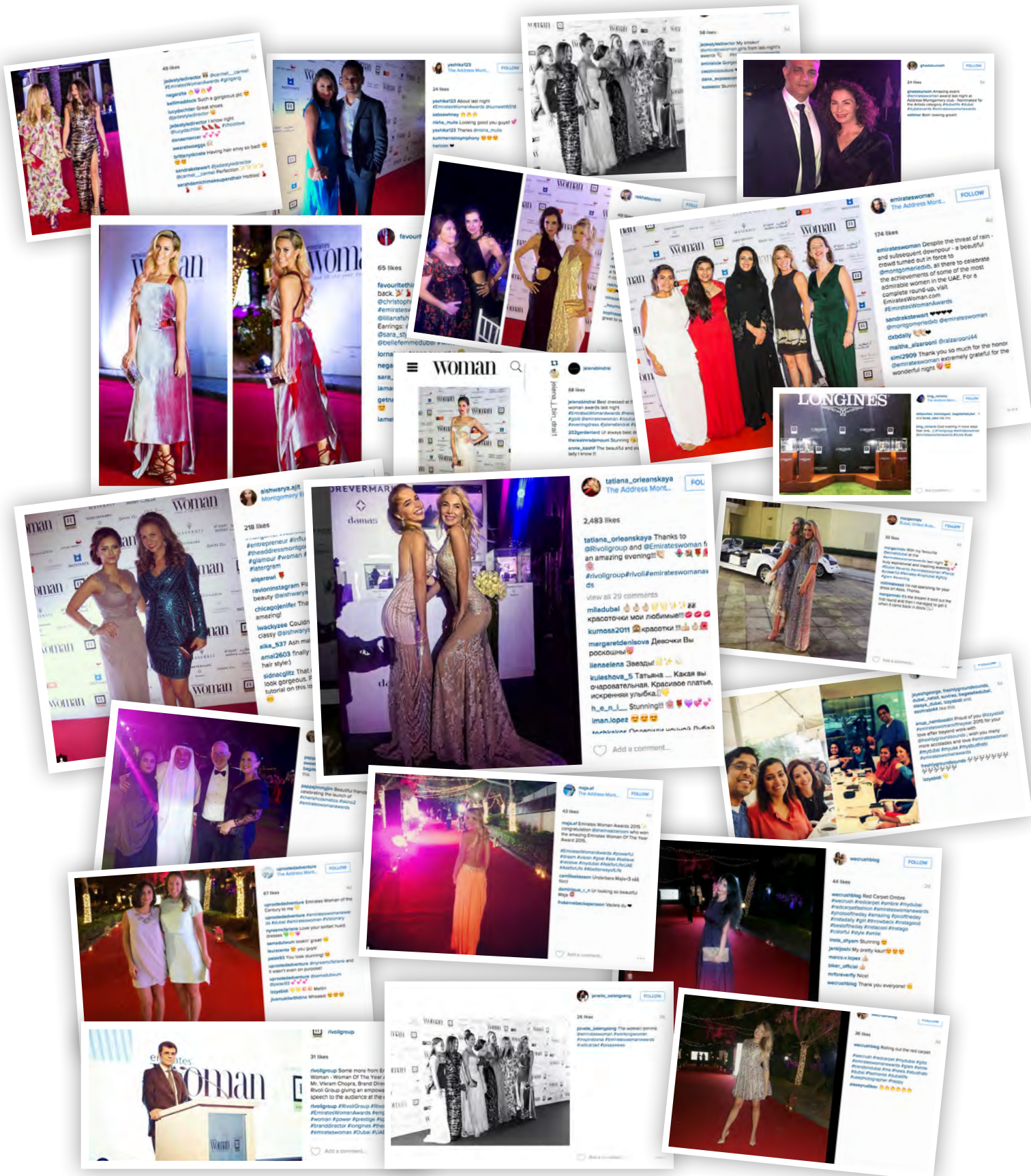


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# POST-EVENT PRINT COVERAGE

emirates  
**woman**

DECEMBER 2015 ISSUE

features/awards

## THE BIG night

WITH A CONTEMPORARY ARABIC THEME FOR THE 2015 GALA DINNER AND AWARDS CEREMONY, THE GARDENS OF THE ADDRESS MONTGOMERIE DUBAI WERE TRANSFORMED INTO A SPELLBINDING SETTING – THE STUFF OF CHILDHOOD FANTASY, ONLY HEAPS MORE SOPHISTICATED

A regal colour scheme of gold, black and white, hanging lanterns and a thousand and one tiny lights in trees – and delicately Arabic – setting, as immaculately attired guests sat down at the red carpet.

In association with Rivali Group and sponsors Maserati Al Tayar Motors, BCBGMAXAZRIA, Skin O2, Forevermark Eastern and Belle Femme, Africa & distinguished gathered to honour 25 highly impressive women. As we signed checkered the entire event from above – how very Hollywood!

Former BBC presenter Shereen, opened the proceedings with a touching tribute to her mother Maryam passed away, aged 94, two weeks after last year's ceremony – her very speech by 2014's Woman of the Year, Hilary Williams, who revealed she's been inundated with uplifting emails and well wishes since winning the award.

The mixer stuck to the modern Middle Eastern theme with everyone tucking into creamy bakes with a tangy eggplant chutney, rack of lamb with migration (grilled) couscous and kousa (local zucchini), rounded off with a sublime sticky date pudding. Arabic Soul also, Paul Macdonald entertained us on the saxophone and drums as we ate.

The skies had been threatening pressure got too much. Most of the guests laughed a lot – Dubai can do with a little rain – but for some the face of soggy and frightened ladies.

Nothing, however, could dampen the spirit of the nominees we had of them too helped to shape the UAE in their own special way, and proud as punch to be recognised.

Politically, overall winner HE Shamma Al Zarooni remarked: "It's funny that it's raining tonight because I was born on a rainy day and that's a sign of something good!"

These were chosen, there were tears and there were a whole lot of hugs. A night as moving as it was memorable – made even more so by the rain.

## THE NIGHT IN INSTAGRAM'S AND TWEETS

INSTAGRAMS



EMIRATES WOMAN AWARDS 2015 CONGRATULATIONS BEHMAH ALZAROONI WOMAN OF THE YEAR AWARDS #EMIRATESWOMANAWARDS #POWERFUL #GREAT WISDOM #GAL ARIEL #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS



EMIRATESWOMANAWARDS 2015 #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS



EMIRATESWOMANAWARDS 2015 #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS



EMIRATESWOMANAWARDS 2015 #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS #EMIRATESWOMANAWARDS

TWEETS

Hashtag #EmiratesWomanAwards Last night at the #EmiratesWomanAwards. Congrats to all the winners and nominees. Was humbling to... #EmiratesWomanAwards #EmiratesWomanAwards #EmiratesWomanAwards #EmiratesWomanAwards #EmiratesWomanAwards



## The GOODY BAG

1. Forevermark Diamond Ring
2. Forevermark Diamond Ring
3. Forevermark Diamond Ring
4. Forevermark Diamond Ring
5. Forevermark Diamond Ring
6. Forevermark Diamond Ring
7. Forevermark Diamond Ring
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21. Forevermark Diamond Ring
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DECEMBER 2015 EMIRATES WOMAN 85

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# POST-EVENT PRINT COVERAGE

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DECEMBER 2015 ISSUES



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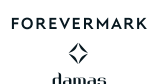


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# POST-EVENT PRINT COVERAGE

emirates  
**woman**

DECEMBER 2015 ISSUE



**FIVE WINNERS, FIVE DIFFERENT NATIONALITIES DRESSED FITTINGLY (AND COINCIDENTALLY) IN THE COLOURS OF THE UAE!**

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## THE HUMANITARIAN

**STEPHANIE SUTHERLAND**  
FOUNDER, DUBAI HUMANITARIAN AWARDS

It's safe to say - given the effect it had on her own speech on emirateswoman.com last year - that Stephanie Sutherland, founder of the award-winning humanitarian organization, was the focus of the voters. As an active volunteer from a young age, Sutherland spent time through Stephanie's work. She established a community resource network of around 2,000 women, to give time and support to the UAE's labour community. As a proud mother, Stephanie and her team's efforts to lift the spirits of the UAE's Doha, launch bigger and more effective initiatives and find even more ways to give back.

"I'm so excited, happy and grateful that Emirates behind me and that there is a community everyone who knows us will now bring even more resources to the men and women who need it most. I wish I could put this moment in a jar and open it up all the time - it's the best feeling in the world!"

features awards

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## THE YOUNG ACHIEVER

**SIMRAN VEDVYAS**  
EMERSONIAN

Simran knows she wants to be a doctor, but given her campaign trail for these awards, we expect to see the ambitious 16-year-old bring her passion one day - of the world. The youngest of all nominees, Simran is a passionate environmentalist and social campaigner. As founder of the 'Save the Earth' youth group, which works to promote sustainability, she engages with students across the UAE and India on topics like the environment, education and healthcare and has engagement campaigns. And she all from free time to school.

"I come here tonight just to have a good time! I've been so inspired by the other nominees in my category so when I found my name called out there was pure silence in my mind. It's being on this stage I've been proud with this award - it's amazing! I think it's going to lead to many more great things in the future."

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## WOMAN OF THE YEAR

**THE ACHIEVER**

**HER EXCELLENCY SHAMMA AL ZABOONI**  
CEO, INTERNATIONAL HUMANITARIAN CITY

The overall goal of Her Excellency Shamma Al Zabooni is a beautifully precise and powerful in its impact. To make a positive impact on humanity and to continue to serve the country. As the chief executive officer of International Humanitarian City, she is proud in making humanitarian crises in the region of conflict. Inspired by the Royal Highness Princess Mary Al Hussein's humanitarian work, Her Excellency Shamma Al Zabooni promises to "show the world with needed needs and grant her a better future."

"This is an opportunity for us to celebrate all women. The award puts a lot more responsibility on my shoulders as I need to excel even more and prove to those people who voted for me that I deserve their trust. My commitment to make an impact on people's lives has now grown even more."

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## THE VISIONARY

**ISMAEL ABDI**  
FOUNDER AND CREATIVE DIRECTOR, RESIST GROUND SOUNDS

Ismael, or Izzy as her friends fondly call her, has a vision that's bold, clear and inspiring. To put Dubai on the map as a city with a pulsating creative life. Since moving to the emirate - and music here - "has been living in the spirit of launching freely. I've launched a music industry in the UAE's music industry. Izzy is a small collection of local musicians. It has been a journey to become a UAE music, creative and local brand. She also continues young musicians and helps to connect performers with the UAE - music to everyone's ears."

"A recognition like this is going to take us and the UAE's music industry so much further in the future. So many great things are happening in the creative scene - it's going to be wonderful!"



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## THE ARTIST

**RACHEL HAMMOND**  
CHICKEN'S AUTHOR

Rachel urged emirateswoman.com voters to vote for her as they believe in allness. Clearly it's a bit of a leap and focused mind where people often like themselves but honestly, Rachel is a laugh of both us. Her writing behind The Case of the Expanding Brain, she is also a regular in the school circuit, read and write books. She has published author books. Dada as her imagination brings laughter, play and her - with her ability to solve problems, even depression and keep you connected with others - and the most important thing in life is love. Love.

"I really, really didn't expect it. Words are my thing and I've completely lost the ability to speak, but I mean everything - especially being with such worthy candidates - Gill, Clara, Ghada and Samira. The thing about my category is that it's about doing what they love and what you love is just such a wonderful feeling. I've been doing a lot of talks at schools, which has been such a rewarding experience, open the door to a lot more opportunities like that so I couldn't be happier."



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