



FEBRUARY 9, 2018

BARASTI, LE MÉRIDIEN MINA SEYAH, BEACH RESORTS & MARINA, DUBAI

POST-EVENT REPORT



THANK YOU



Motivate would like to extend a big thank you to the sponsors of Try Dubai 2018, without whom this event would not have been possible. We do hope that the event was enjoyable for you as it was for us. We are very proud to have been supported by some of the city's big brands for a second year in a row!

We look forward to working with you all next year for our third annual Try Dubai.

Thank you once again,
Motivate Events Team.



YOU ARE INVITED

More than 2,000 guests attended Try Dubai this year, which was double the number we had in 2017!

The attendees were eager to TRY and also sign up for new classes and activities and avail offers provided to them on the day.



WHAT'S ON
Try Dubai
2018

**GET INVOLVED.
JOIN A CLUB.
MEET NEW PEOPLE.**

**FOOTBALL • YOGA • KITESURFING • POTTERY
COMEDY • DRAMA • POLE FITNESS • PET GROOMING
HOLISTIC HEALING • GOLF • RUGBY • SURFING
VOLLEYBALL • CANYONING
AND MUCH MORE**

DETAILS

FOR MORE INFORMATION CLICK HERE

**WHEN: FEBRUARY 9, 2018 TIME: 11AM-5PM
WHERE: BARASTI, LE MÉRIDIEN MINA SEYAH, BEACH RESORT & MARINA, DUBAI
WHO: ALL AGES WELCOME
(BEACH ACCESS: 21+ ONLY)**

barasti **B&F** **liv.** **the TRACK** **moonshine** **DUPPLAYS** **MOTIVATE**





THE VENUE

The world famous Barasti Beach Bar has always been one of the city's most vibrant bars – and it's now better than ever since its huge renovation, which included a new pool on the lower deck and a multi-storey car park.

Barasti boasts a vast outdoor seating area with views of the sea and the skyline of Dubai Marina. Its top deck is made for events such as Try Dubai with its space, seating and conveniently located bars. The beach is suitable for activities from volleyball to football and even watersports like jet skiing and paddle boarding making it the perfect location to hold Try Dubai.



VENUE ACTIVATION



SPONSOR



B&F Sports LLC, the official Milan Soccer School in Dubai, sponsored Try Dubai 2018 with a large space occupying the area by the entrance.

Their display was of a mini-football pitch, fully kitted with astro-turf and goal posts which allowed the young attendees (and some 'young at heart' adults) to practise and showcase their soccer skills and to inquire about their development programmes that allow mini-footballers to train with professional and highly qualified coaches.



SPONSOR



Moonshine, a popular new app, was another sponsor of Try Dubai 2018. With a collaboration with Johnnie Walker, Moonshine's area allowed attendees to take part in their activities and competitions, allowing the winner(s) to enjoy free drinks on the day.

Moonshine's offer to the attendees were three free trial months of the app, which allows the user to get free drinks at some of the best venues around town.



SPONSOR



Duplays is the perfect sports league for newbies and also regular players. From rugby to netball to ultimate frisbee, there's sure to be something for everyone at Duplays.

As sponsors of Try Dubai 2018, Duplays allowed attendees to sign up for various teams on the day with a 25% off membership at their stand. Attendees also had the chance to play a volleyball game on the day on Barasti Beach.

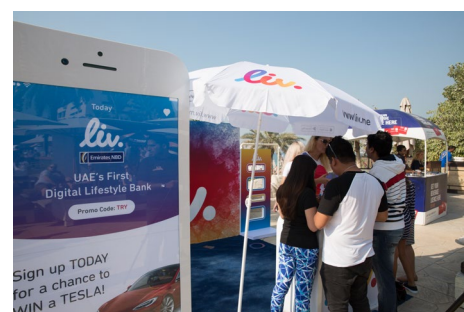


SPONSOR



Launched by EmiratesNBD, Liv. is the first lifestyle banking app that works around what you like and how you prefer to spend your time, offering you discounts and offers tailored to your needs.

Attendees of Try Dubai had the chance to learn about the app and sign up by providing their details. They also got a chance to have a go at their 'Frisbee' wall for a chance to win small prizes. The ultimate prize, however, was a chance to win a Tesla car!



SPONSOR

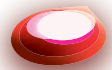


Try Dubai sponsor The Track displayed a giant inflatable target, which proved quite popular with golf lovers. Attendees had a chance to take a swing with the golf clubs against the target and hope to score high with the Velcro golf balls.

Various prizes were given to high scoring individuals including their offer of unlimited golf anytime until May 31 with the fully-transferrable unnamed Wildcards.



SPONSOR



african+eastern
INSPIRING GREAT BLENDS



African & Eastern's stand offered a discount on any alcohol licences signed up for on the day. Instead of paying the full amount of Dhs270, a lowered rate of Dhs199 was provided to attendees interested in obtaining a licence.



SPONSOR



Motivate Publishing's book department showcased a range of books published over the years; from books representing the Year of Zayed to ones on healthier living, everything was on sale at an exclusive reduced price of Dhs10.



ACTIVATIONS



ACTIVATIONS



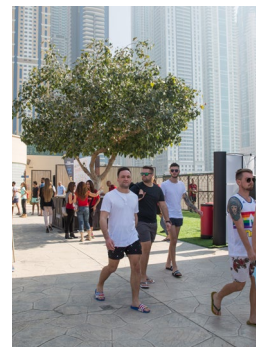
ACTIVATIONS



ATTENDEES



Try Dubai welcomed all age groups throughout the day to Barasti. From babies to toddlers and teenagers to grandparents, the event was swarming with families enjoying a day out in the sun, exploring hobbies and activities to TRY in 2018.



DEMO CLASSES



ACTING AND IMPROV' WORKSHOP
HOSTED BY COURTYARD PLAYHOUSE

Free classes were held throughout the day at Barasti's Roof Garden. Attendees had to sign up in advance to reserve a space and turn up at the venue in their workout gear. Classes included TwerkFitness, Stress & Tension release, Body Flex, Improv' Acting, Improv' Comedy and Jivamukti Yoga.

Free paddle boarding and kayaking also took place at the beach along with a friendly game of volleyball.



BEACH VOLLEYBALL
HOSTED BY DUPLAYS



BODY FLEX
POLE FIT DUBAI

DEMO CLASSES



JIVAMUKTI YOGA
JIVAMUKTI WITH DINA



KAYAKING AND PADDLEBOARDING
ADVENTURE SPORTS



STRESS AND TENSION RELEASE
ILLUMINATIONS



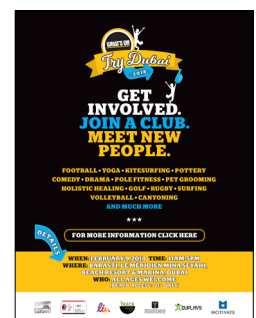
TWERK FITNESS
POLE FIT DUBAI

PRE-EVENT MARKETING

PRINT AD

Full page ads were featured in the following Motivate publications:

- What's On Dubai
January, February issues
- What's On Abu Dhabi
January, February issues
- Golf Digest
January, February issues
- Good
January, February issues

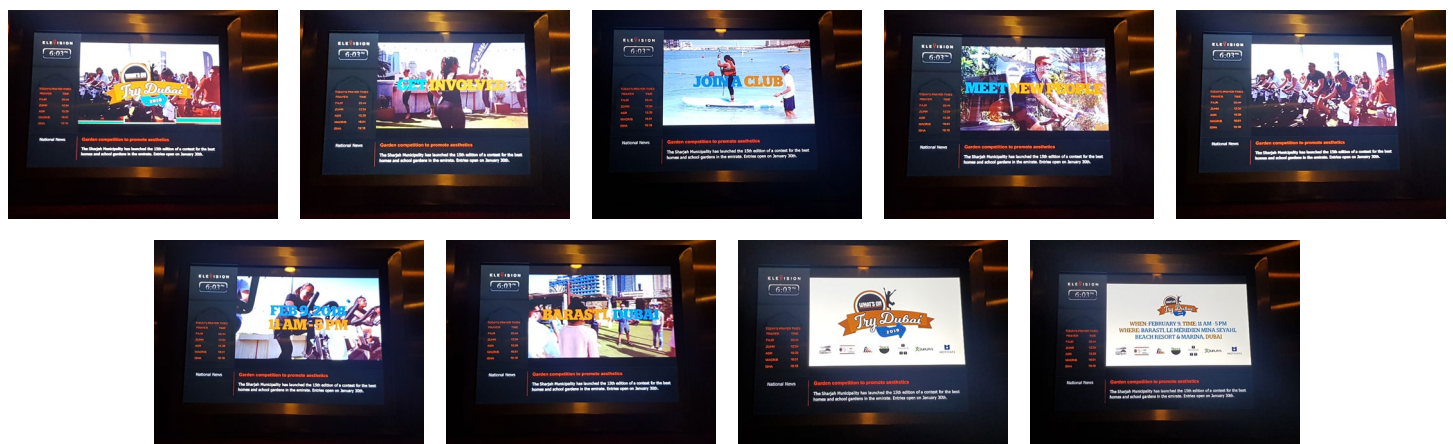


EDMs

E-mail blasts were sent out to the database in January and February

ELEVATION

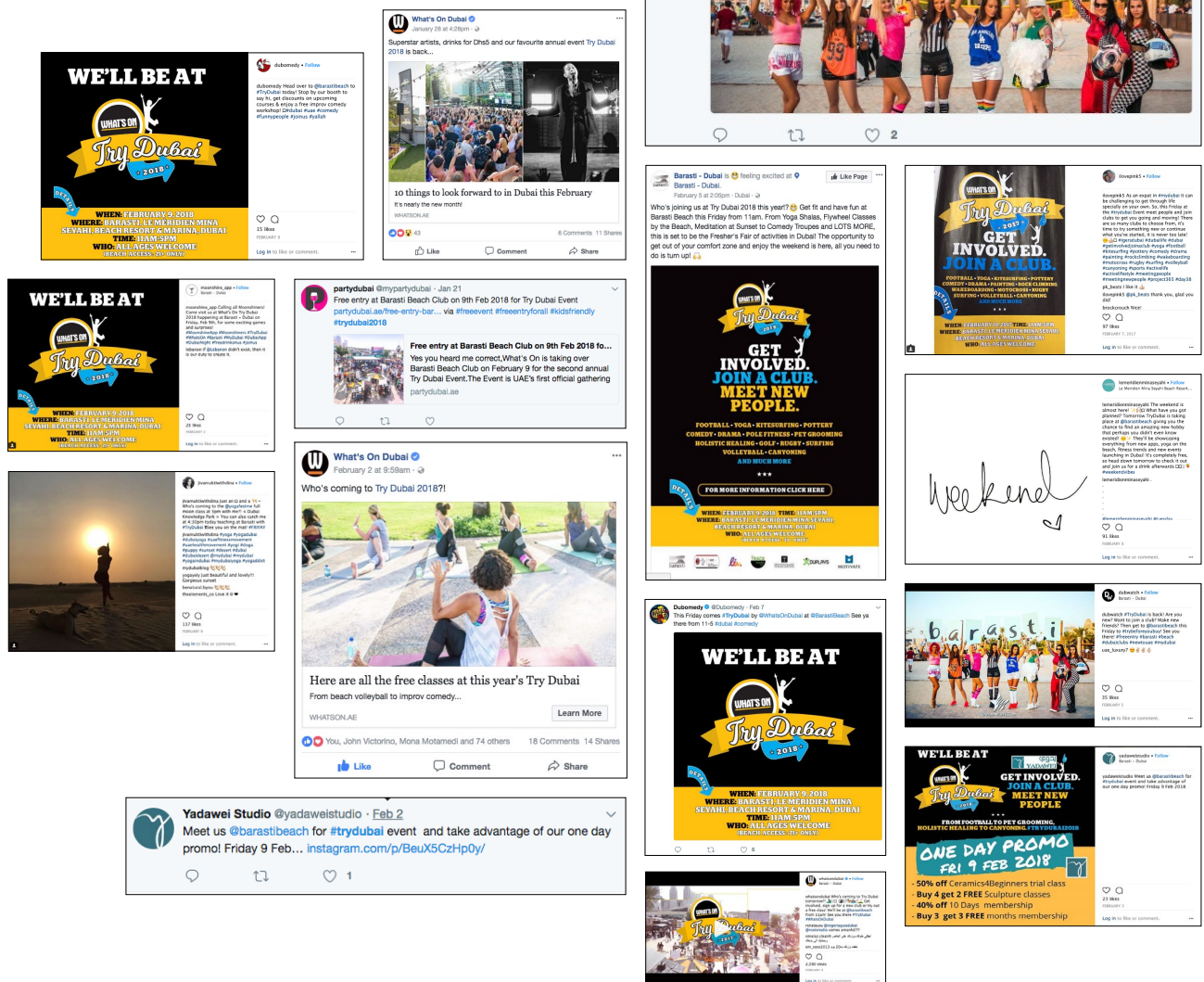
Advertisements in the elevator across Dubai Media City from January 22, 2018 to February 8, 2018.



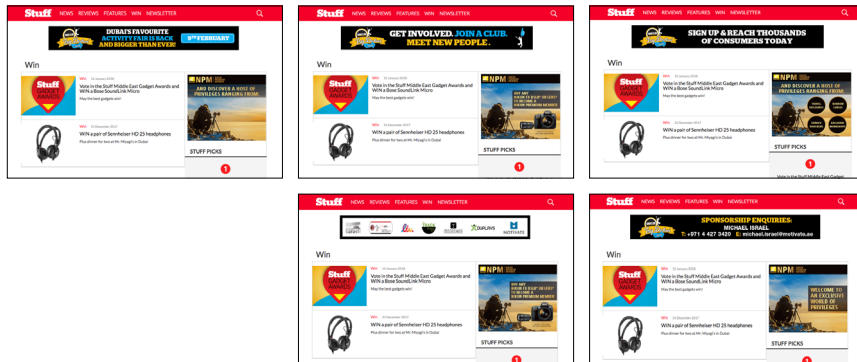
PRE-EVENT MARKETING

ONLINE COVERAGE

Strong editorial coverage promoted the event, sponsors and partners through in depth online features on all participating brands and their special Try Dubai promotions.



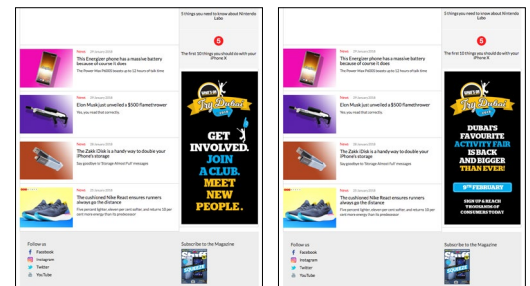
PRE-EVENT MARKETING



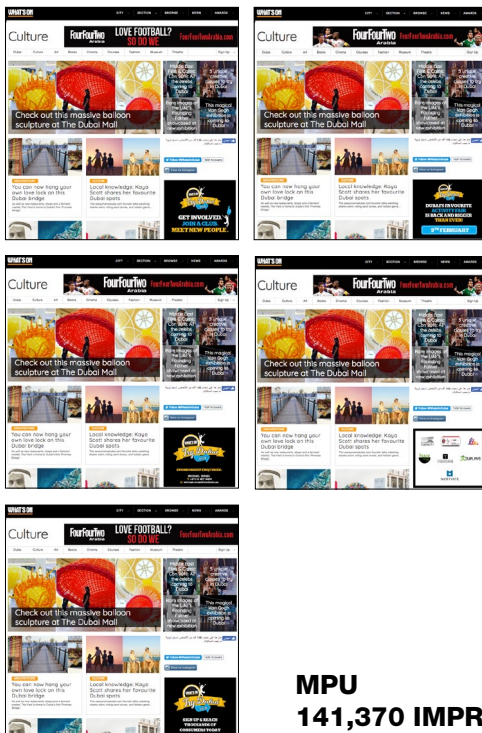
LEADERBOARD
937,980
IMPRESSIONS

WEB BANNERS

Marketing campaign promoting the event was live from November 20, 2018 until date of event

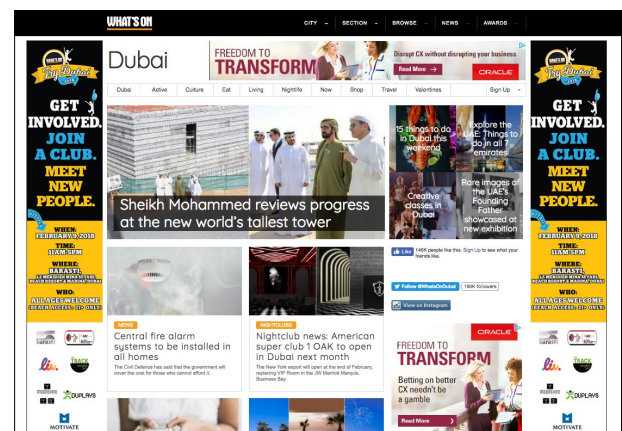


HALF PAGE
488,300 IMPRESSIONS



MPU
141,370 IMPRESSIONS

TAKEOVER



PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE JANUARY ISSUE



WHAT'S ON
Try Dubai
2018

TRY DUBAI IS BACK!

Say goodbye to your comfort zone and try something you've never done before – or have been dying to do – at Try Dubai, the UAE's best activity fair

Want to meet the clubs and groups that make Dubai awesome? We're taking over Barasti Beach Club again on February 9 for the second annual Try Dubai – the UAE's first official gathering for groups, sports clubs and active brands. Similar to a Fresher's Fair, Try Dubai hosts the city's most popular clubs and groups, from yoga shalas and sports clubs to comedy troupes and active apps, and bring them all together in one glorious location. Learn more about the coolest teams in town and find out how to join them, for less, right now. And that's not all. At Try Dubai, you'll be able to try out some of the clubs right there in Barasti, before signing up to any membership. Think flywheel classes by the beach, meditation at sunset or paddleboarding out to sea. You name it, and we'll probably have it set up at Try Dubai.

So, read on, take a look at the line-up so far, and then mark the date in your diary.

See you at Barasti!

February 9
Barasti Beach, Dubai, Fri 11am to 5pm, free. Tel: (04) 4273000. Taxi: Barasti Beach, whatson.ae

■ Sports and Leisure ■ Arts and Culture ■ Awesome apps ■ Life and Well-being

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PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE JANUARY ISSUE



Duplays

Take part in a variety of social and competitive sporting leagues, from netball and ultimate frisbee to football, touch rugby and more. There's a sport to suit all at Duplays.

📱 duplays.com



1Six8

Some of the most effective workouts in the city are found at 1Six8 studio – just be prepared to sweat.

📱 1six8.net



Yadawei Studios

A cool pottery studio where you'll learn all about throwing a pot, glazing a vase, firing up the kiln and more.

📱 yadawei.net



The Track at Meydan

The destination of golf tuition in Dubai, covering everything from full swing to putting and course management.

📱 meydangolf.com



Dogwalk

Have a pet? The lovely team at Dogwalk offer training, daycare, grooming and more for your four-legged friends.

📱 dogwalkonline.com



Illuminations

One of the leading wellness centres here, try a meditation class, a yoga session or an energy healing treatment.

📱 illuminations.ae



AC Milan Soccer School

The official Milan football camp for children.

📱 acmilansoccerschool-dubai.ae



Classsport

Get access to group fitness classes at high-quality fitness studios around the UAE with Classsport.

📱 classsport.fit



Mr Usta

Find a handyman, plumber, AC repairman, electrician and more with the super handy Dubai-based Mr Usta app.

📱 mrusta.com



Dubomedy

Sharpen your comedy gags with Dubomedy – the UAE's local comedy pioneers who run weekly comedy courses.

📱 dubomedy.com



Liv

A new banking app that learns where you spend your money, so it can bring you offers from your favourite places.

📱 liv.me



Seariders

Learn how to wakeboard and wakesurf with Seariders. They'll have you up and riding on your first go.

📱 searidersuae.com



Rock Republic

The UAE's biggest indoor bouldering centre is also one of the friendliest.

📱 facebook.com/rock.republic.dubai



The Courtyard Playhouse

Dubai's own dedicated theatre space offers brilliant acting courses, improv classes, National Theatre Live screenings, and full-blown productions.

📱 aktivation.com

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE FEBRUARY ISSUE



WHAT'S ON
Try Dubai
★ 2018 ★

GET ACCESS TO THE COOLEST CLUBS AND GROUPS IN THE CITY FOR LESS THIS MONTH

If you've been watching too much Netflix and staying in ordering Deliveroo of late, it might be time to try something new. Perhaps you've always wanted to go hiking in the mountains of Oman, but don't want to go by yourself. Or perhaps you've been dying to try an art class, but don't know who to go with? Maybe you want to get fit, and join a gym class or sports league?

At Try Dubai, you'll get the chance to do it all by meeting some of the best clubs, communities and companies that make Dubai awesome. Best of all, you'll get the chance to try out some of these activities for free on February 9.

And that's not all. Each one is offering brilliant discounts and deals exclusively for Try Dubai visitors. Check out these 16 brilliant deals at Try Dubai 2018. See you at Barasti!

02_2018_What's On_27

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE FEBRUARY ISSUE



THE BIG ONES

Moonshine
OFFER: THREE FREE MONTHS
A new app that offers you free drinks at some of the best venues in town, including Axe House, The Croft, Ruth's Chris Steak House, Bistro Des Arts, Publique and Tribeca. You can scan what's happening around you and the city and make use of the deals close by. Try Dubai visitors will be given a three-month free trial. Just head for the Moonshine stand inside Barasti on February 9 to find out more.
moonshine.ae



Duplays
OFFER: 25 PER CENT OFF MEMBERSHIP
Whether it's rugby, netball, football or ultimate Frisbee that floats your boat, Duplays is a sports league for champions as well as newbies. You can sign up with your mates as a team, or log in as an individual, and Duplays will assign you to a team. It's that easy. Get discounts off memberships when you sign up at Try Dubai.
duplays.com



SERVICES

Dogwalk
OFFER: 50 PER CENT OFF TRAINING + FREE BOARDING
Got a naughty pooch on your hands? Looking for a little obedience training for your four-legged friend? Dogwalk, located in Umm Suqain, is offering a 50 per cent discount off its training classes for anyone who signs up at Try Dubai, plus a free night's boarding for your dog or cat when you book them in for three nights or more. Other services run by Dogwalk include hydrotherapy, physiotherapy and grooming.
dogwalkonline.com



B&F Sports (AC Milan Academy Dubai)
OFFER: 20 PER CENT OFF
Calling all mini footballers: AC Milan Academy Dubai wants you! Even if they haven't played football before, B&F Sports' official AC Milan soccer school focuses on the development of boys and girls aged four to 16 years old. It's run by former AC Milan player Graziano Mannari with professional UEFA and AC Milan coaches to ensure the best teaching. The academy also aims to equip players with life skills such as focus, stamina and discipline. Visit Try Dubai for more details on local leagues and tournaments.
acmilansoccerschool-dubai.ae



African + Eastern
OFFER: LICENCE DISCOUNTS
Did you know that while living in Dubai, you are legally required to have an alcohol licence to buy, consume or even store alcohol at home? And, it's not as hard as you might think to apply for one. Visit Try Dubai on February 9 and head to the African + Eastern stand, where if you sign up on the day, you'll enjoy a special discount.
african+eastern.com
alcohollicencedubai.com



Liv
OFFER: CHANCE TO WIN A TESLA CAR
Launched by Emirates NBD, Liv is the first lifestyle banking app that works around what you like and how you spend your time. Using some pretty advanced technology, Liv is able to understand your spending habits and tailor offers to you. Enjoy 50 per cent discounts at your favourite restaurants, holidays and more. Liv is the only bank account in the UAE that you can open with zero paperwork. All you need is your phone and Emirates ID. Visit the Liv booth at Try Dubai for a chance to win exciting prizes. Plus, sign up for an account using the code 'TRY' and be in with a chance to win a Tesla car.
liv.ae



Mr Usta
OFFER: DHS100 TO SPEND
Your one stop shop app for making life easier in Dubai – tell them what you need and they'll help you find it from their 350+ services on offer, from house cleaning to handyman services, and everything in between.
mrusta.com

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE FEBRUARY ISSUE



Adventure Sports
OFFER: TEN PER CENT OFF ACTIVITIES
Adventure Sports offers an array of water-based adventure including parasailing, flyboarding, doughnut rides and more. Grab your ten per cent discount to any of these activities at Try Dubai on February 9.
adventuresports.ae

Body Inc
OFFER: DISCOUNTED CONSULTATIONS
Run by nutritionist and personal trainer Jenna Lincoln, Body Inc offers one of the city's best platforms to help you reach your health goals. Whether you need assistance managing your weight, getting fit, creating the perfect meal plan, rejuvenating your skin, developing the right attitude, and more, let Body Inc be your guide. Head to their stand at Try Dubai to get your discount on your first consultation.
facebook.com/BodyInc

Adventurati
OFFER: 15 PER CENT OFF ON DAY TRIPS
When was the last time you did something for the first time? Adventurati Outdoor is your source for the most thrilling outdoor adventures and experiences, from hiking and camping to canyoning. This year, Adventurati is offering Try Dubai visitors a 15 per cent discount off excursions within UAE during February and March. They also have vouchers to give away from Columbia Sportswear.
adventurati-outdoor.com

Pole Fit Dubai
OFFER: 50 PER CENT OFF CLASSES AND MORE
Tired of the same old workout routines in Dubai? Why not get out of the gym and get on a pole where you can swing, dance and fly your way to a chiseled physique at a discount. Look out for the free twerking and body flex classes run by Pole Fit on the rooftop at Barasti.
polefitdubai.com

Illuminations
OFFER: FREE CONSULTATIONS, DISCOUNTS AND MORE
Illuminations is a mind-body-energy centre that is committed to helping individuals gaining awareness of themselves, their mind and consciousness through meditations, workshops and training programmes. If holistic wellbeing is your thing, then pop along to get your chakra in check.
illuminations.ae

Shark Jetski
OFFER: FREE JETSKI RIDES
Have you ever sat on the beach and looked out towards the jetskiers and said, "I'd love to do that"? Well, Shark Jetski are the team that'll give you the keys. Come down to Try Dubai and ride for free and receive to 20 per cent off your next jetski ride.
sharkjetski.com



Courtyard Playhouse
OFFER: 10 PER CENT OFF ACTING WORKSHOPS
The Desert Monologues is one of the most well-recognised drama courses in Dubai and attracts hundreds of budding thespians each year. It takes participants through a variety of drama-based activities and culminates in monologue performances at The Courtyard Playhouse in Al Quoz. Sign up to the March workshop at Try Dubai and get 10 per cent off the course.
courtyardplayhouse.com

Yadawei
OFFER: 50 PER CENT OFF AND MORE
Yadawei Ceramic Studio is offering 50 per cent off its beginner class, and loads of discounted membership deals to the studio only for Try Dubai visitors.
yadawei.net

Dubomedy
OFFER: DHS200 OFF COURSES
When it comes to comedy in Dubai, Mina and Ali are at the top of their game. Whether you want to hone your comedy skills, or learn how to perform stand-up, Dubomedy will give you the tools to do it.
dubomedy.com

TRY BEFORE YOU BUY
Sign up to join one of Try Dubai's free activities

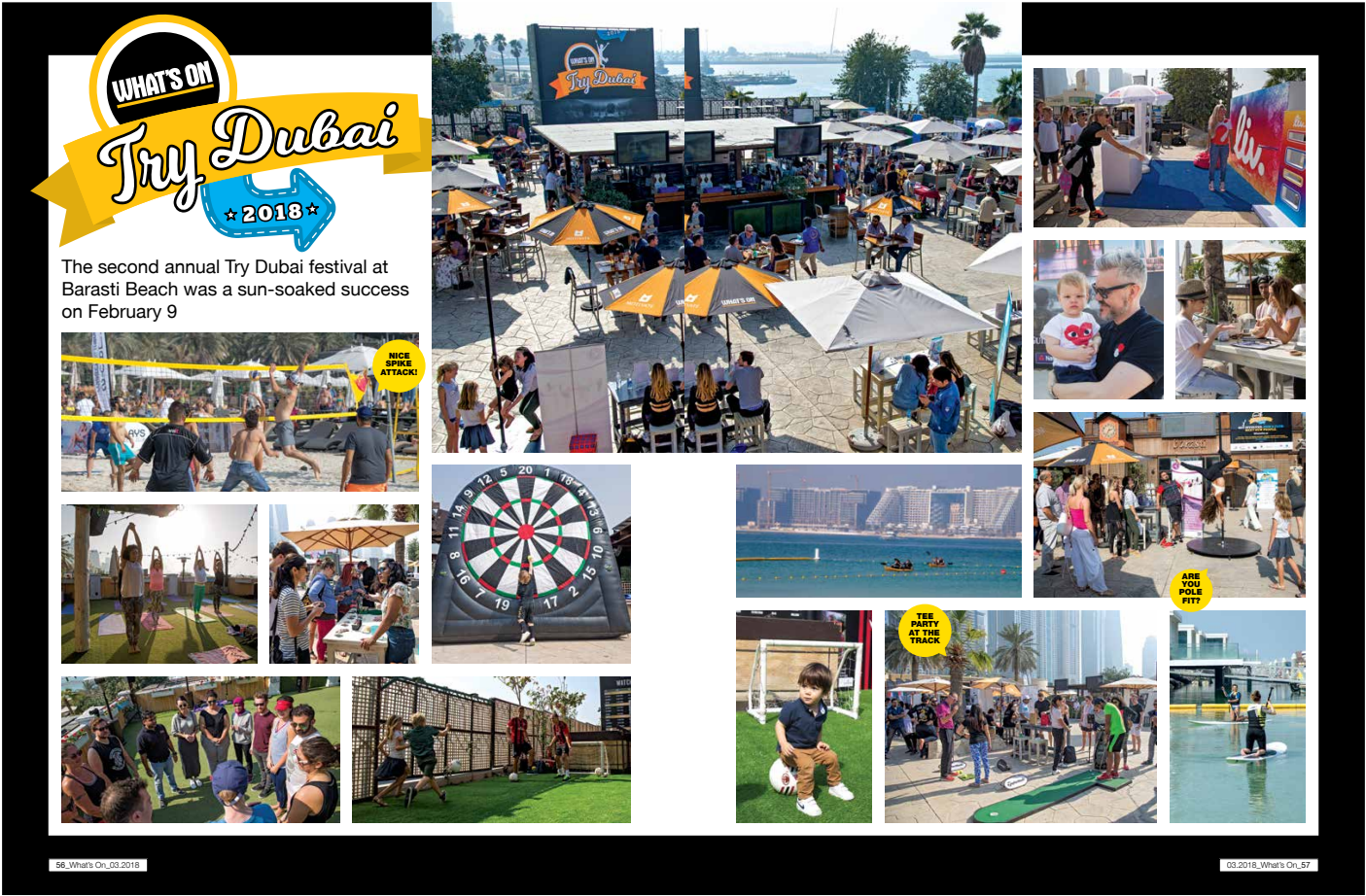
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|---|---|--|--|---|--|--|--|
| 11AM TO 5PM Beach Volleyball hosted by Duplays. Sign up at the Duplays stand on the day | 11AM TO 5PM Kayaking and paddleboarding hosted by Adventure Sports. Sign up at the Adventure Sports stand | 11.45AM TO 12.15PM Twerk fitness hosted by Pole Fit Dubai. E-mail trydubai@motivate.ae to reserve your free spot | 1.15PM TO 1.45PM Stress and tension release hosted by Illuminations. E-mail trydubai@motivate.ae to reserve your free spot | 2PM TO 2.30PM Acting and improv workshop hosted by Courtyard Playhouse. E-mail trydubai@motivate.ae to reserve your free spot | 2.45PM TO 3.15PM Body Flex hosted by Pole Fit Dubai. E-mail trydubai@motivate.ae to reserve your free spot | 3.30PM TO 4PM Improv comedy workshop hosted by Dubomedy. E-mail trydubai@motivate.ae to reserve your free spot | 4.30PM TO 4.45PM Jivamukti yoga hosted by Jivamukti with Dina. E-mail trydubai@motivate.ae to reserve your free spot |
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FEBRUARY 9
Barasti Beach, Dubai, Fri 11am to 5pm, free
Tel: (04) 4273000, Taxi: Barasti Beach, whatson.ae



POST-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE MARCH ISSUE



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Featuring:



Presented by

