

GROWTH SERIES



SCALING SMART

OVERCOMING KEY CHALLENGES IN BUSINESS GROWTH

WELCOME!



Ian Hunt
Chief Customer Officer



ALL EVENTS ON COMPASS WEBSITE

compass.rakez.com/events

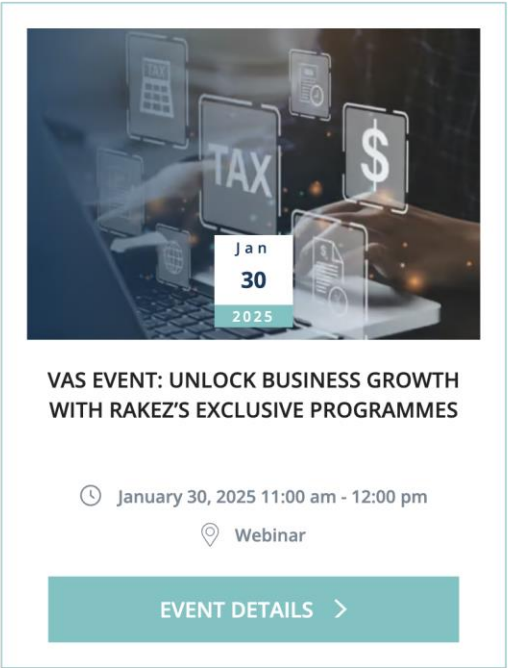
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UPCOMING EVENTS



GROWTH SERIES
Jan 29 2025
AI ON A BUDGET: AFFORDABLE TOOLS & SMART AUTOMATION FOR SMALL BUSINESSES
January 29, 2025 9:30 am - 11:30 am
Compass Coworking Centre
EVENT DETAILS >



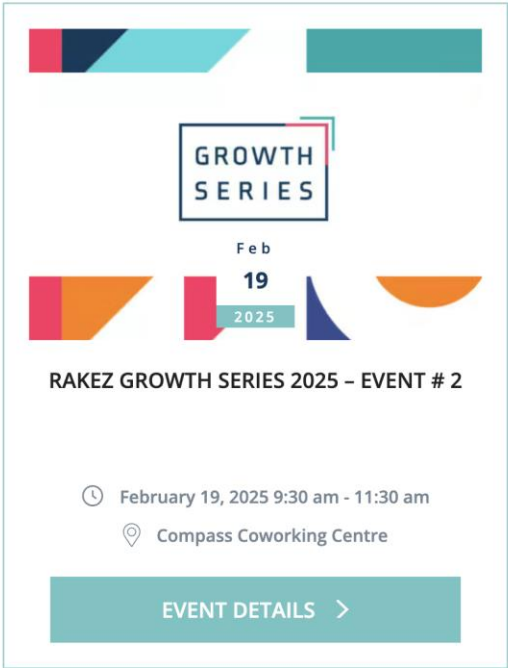
VAS EVENT: UNLOCK BUSINESS GROWTH WITH RAKEZ'S EXCLUSIVE PROGRAMMES
Jan 30 2025
January 30, 2025 11:00 am - 12:00 pm
Webinar
EVENT DETAILS >



WORKSHOP: LINKEDIN FOR MARKETING & INBOUND
Feb 05 2025
February 5, 2025 8:00 am - 11:00 am
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WORKSHOP: LINKEDIN FOR BUSINESS DEVELOPMENT & REFERRALS
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GROWTH SERIES
Feb 19 2025
RAKEZ GROWTH SERIES 2025 - EVENT # 2
February 19, 2025 9:30 am - 11:30 am
Compass Coworking Centre
EVENT DETAILS >



INTERNATIONAL WOMEN'S DAY AT COMPASS!
Mar 07 2025
March 7, 2025 10:00 am - 12:00 pm
Compass Coworking Centre
EVENT DETAILS >



WELCOME!



Mark Hamill
CEO



THIS EVENT IS ABOUT
YOU!



TODAY'S SPEAKERS



George Emiris
Group COO & Managing Director
GRS Research & Strategy



Dan Bolton
Founder
BE Experiential



AGENDA

- 10:10 Scaling Smart: Human2Human – George Emiris, Group COO & Managing Director, GRS Research & Strategy
- 10:30 My Entrepreneurial Journey – Dan Bolton, Founder, BE Experiential
- 10:50 Q & A
- 11:00 Networking
- 11:30 End of Programme



NEXT EVENTS

22 OCTOBER 2025

Event 10: From Likes to Leads - Growing Sales Through Influencer Marketing

19 NOVEMBER 2025

Event 11: Leadership & Team Building - Hiring, Retaining, and Managing a Winning Team



GROWTH SERIES



SCALING SMART: OVERCOMING KEY CHALLENGES IN BUSINESS GROWTH

Scaling Smart



George Emiris

COO of GRS, with 30 years' experience (*older than he looks*)
across corporate & entrepreneurial ventures.

Having led insights strategy at Disney and Miral, and co-founded ventures in Europe and the UAE, he helps organisations grow through data, insight, and improved customer experience.

The transformation journey

How to thrive
in the valley
of death



Scaling Through Acquisition



Straightforward

Acquisition

Contracts

Processes

Procedures

Systems

Tricky

Culture

People

Key ingredients for success



Strategy

knowing where you're going



Emotional Intelligence

leading people through the storm



Data

measuring what really matters

Strategy: Know Where You're Going



What's your vision?
the "why"



What's your mission?
the "how"



What are your targets?
the "what & when"

Emotional Intelligence: Human2Human



Listening
before talking



Empathising
when your team is scared



Communicating
with clarity when the fog sets in

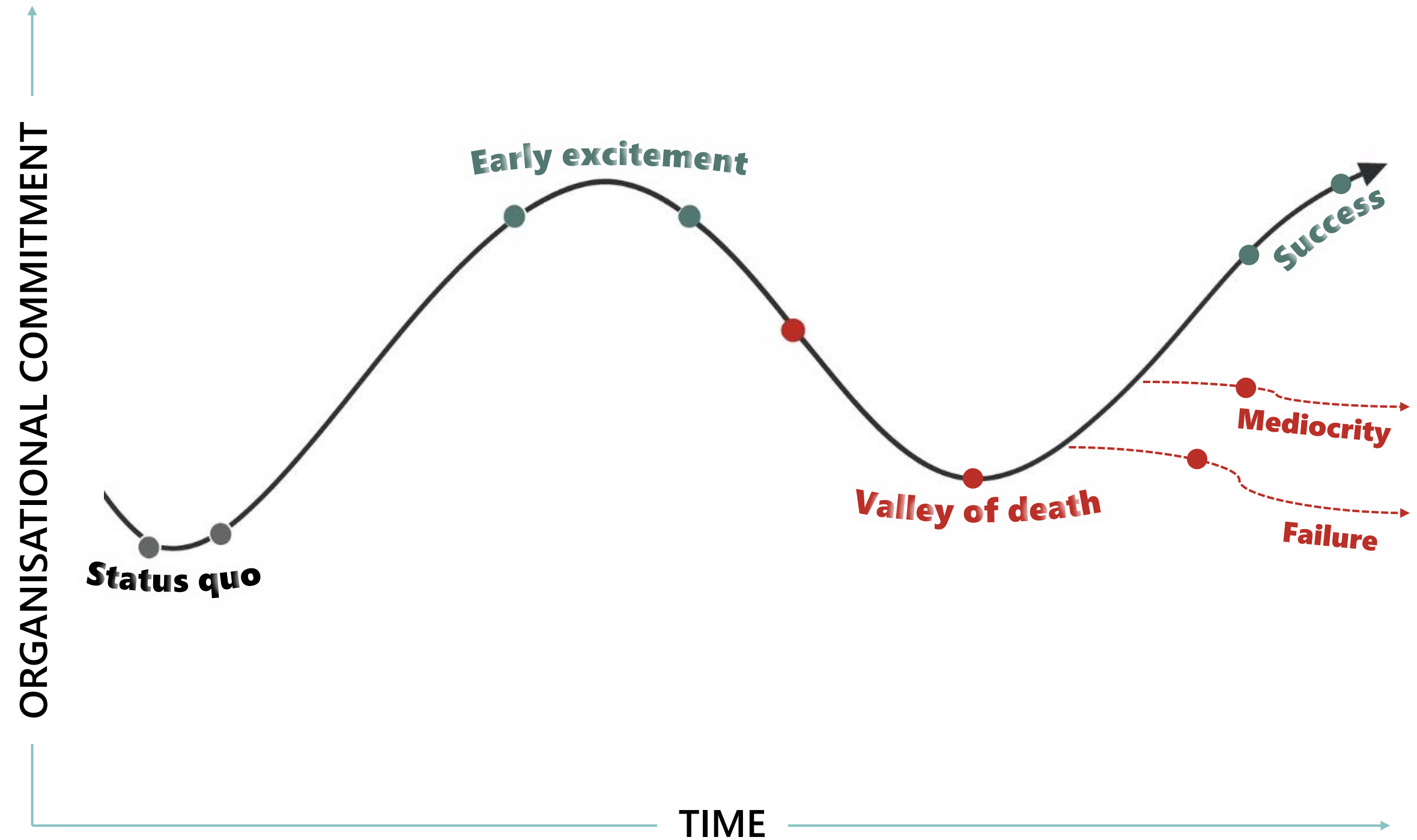
Data: Measure What Matters

***“Confidence is good.
Facts on your side, better.”***

Chuck McGill (Better Call Saul)

The transformation journey

Navigating the Valley of Death



Avoiding Failure



Vision in sight

keep the bigger picture clear. It's your compass.



Perseverance

lead with belief & inspire through uncertainty



Step by step

small wins build the momentum you need

Avoiding Mediocrity

"Good enough never is"

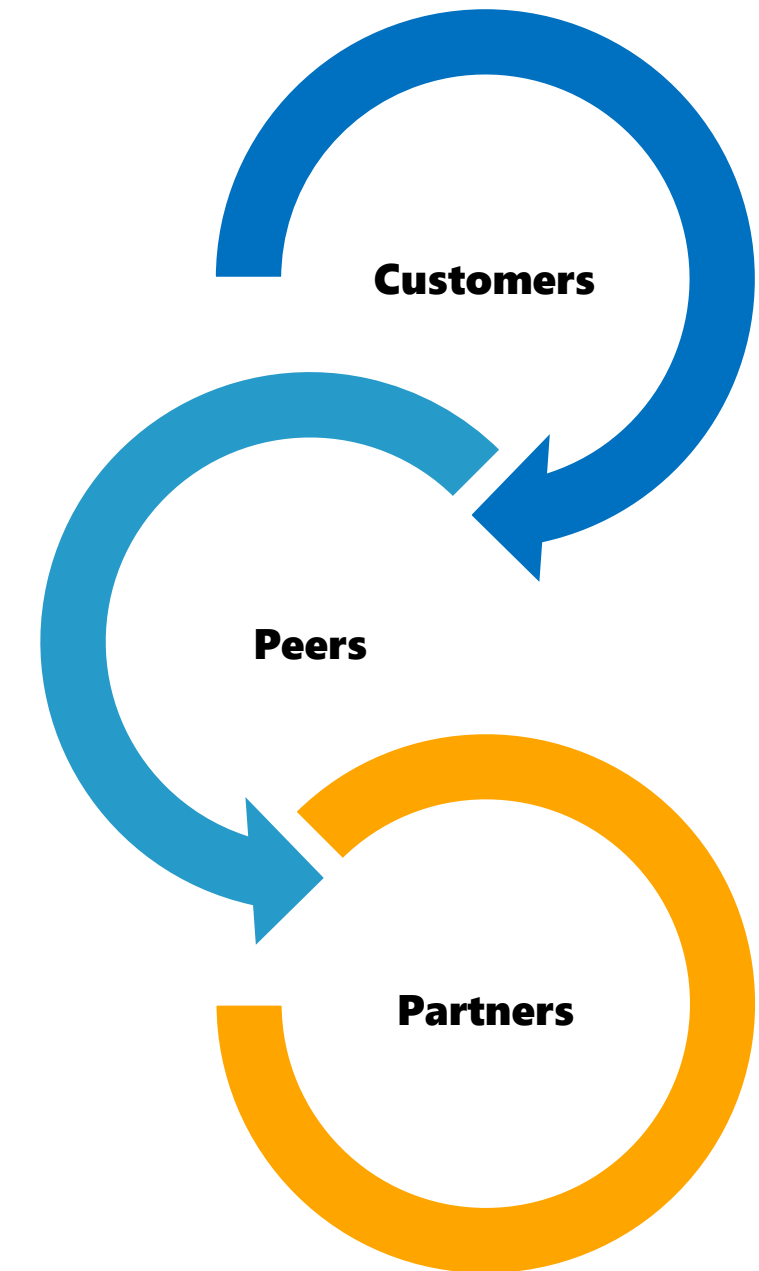
Debbi Fields (Founder, Mrs. Fields Bakeries)

The Path to Success



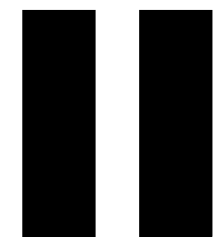
No-one Scales
Alone

CO-CREATION

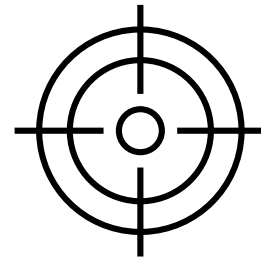


Scaling Smart

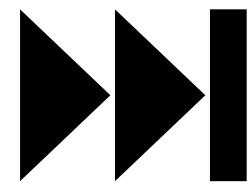
DON'T PANIC!



Pause



Reframe



Push forward

Thank you!

I LIVED

DAN BOLTON.

I am a globally recognised leader in the events industry, with a proven track record across the Olympic Ceremonies, FIFA World Cup, Asian Games, and the Louvre Abu Dhabi inauguration.

As the founder of BE, a collective of industry specialists, I have delivered landmark projects as Creative Producer, Senior Producer, and Artistic Director, collaborating with world-leading agencies including Jack Morton and Done+Dusted.

Known for blending bold creativity with flawless execution, I've built a reputation as a trusted force behind some of the world's most iconic live experiences.



BE.





Life for merchant seamen in the 1970s was tough and uncertain, long months at sea, dangerous working conditions, poor pay, isolation from families, and little protection from strikes, economic downturns, and the shifting tides of global trade left many living a hard, risky existence on the world's oceans.



Life in Belfast in the 1970s was defined by the Troubles, daily bombings, shootings, military checkpoints, and deep sectarian divisions turned the city into one of the most dangerous places in Europe, where ordinary families lived under constant fear, suspicion, and violence.





CROSSFIELD

marsh



Rochdale faces some of the highest levels of deprivation in England, with child poverty affecting over 40% of young people, unemployment and economic inactivity above national averages, and deep-rooted challenges in health, education, and housing that continue to fuel inequality and social hardship.



Norton Grange Hotel
RECEPTION

**WHERE THE
DREAM
BEGAN**







E S



UAE CALLING





bareface
ENTERTAINMENT

















THE STARTUP



Globally, around 90% of startups fail, with 1 in 4 collapsing in the first year, only about half surviving five years, and just a third lasting a decade, making success the rare exception shaped by demand, funding, and resilience.











COVID-19 devastated the global events industry, live gatherings vanished overnight, revenues collapsed by billions, thousands of jobs were lost, and an entire workforce of creatives, producers, and suppliers faced uncertainty, forced adaptation, and the challenge of reimagining connection in a world of lockdowns and digital substitutes.

PLEASE
MAINTAIN THE
DISTANCE





REBUILD #2

The UAE's events industry rebounded powerfully after COVID-19 — Dubai welcomed over 14 million visitors in 2022 (double 2021), Expo 2020 drew 24 million attendees, hotel occupancy surged back to 73%, and the MICE sector is projected to grow from USD 6.1 billion in 2025 to more than USD 11 billion by 2032, cementing the UAE's position as a global events powerhouse.





TABLE

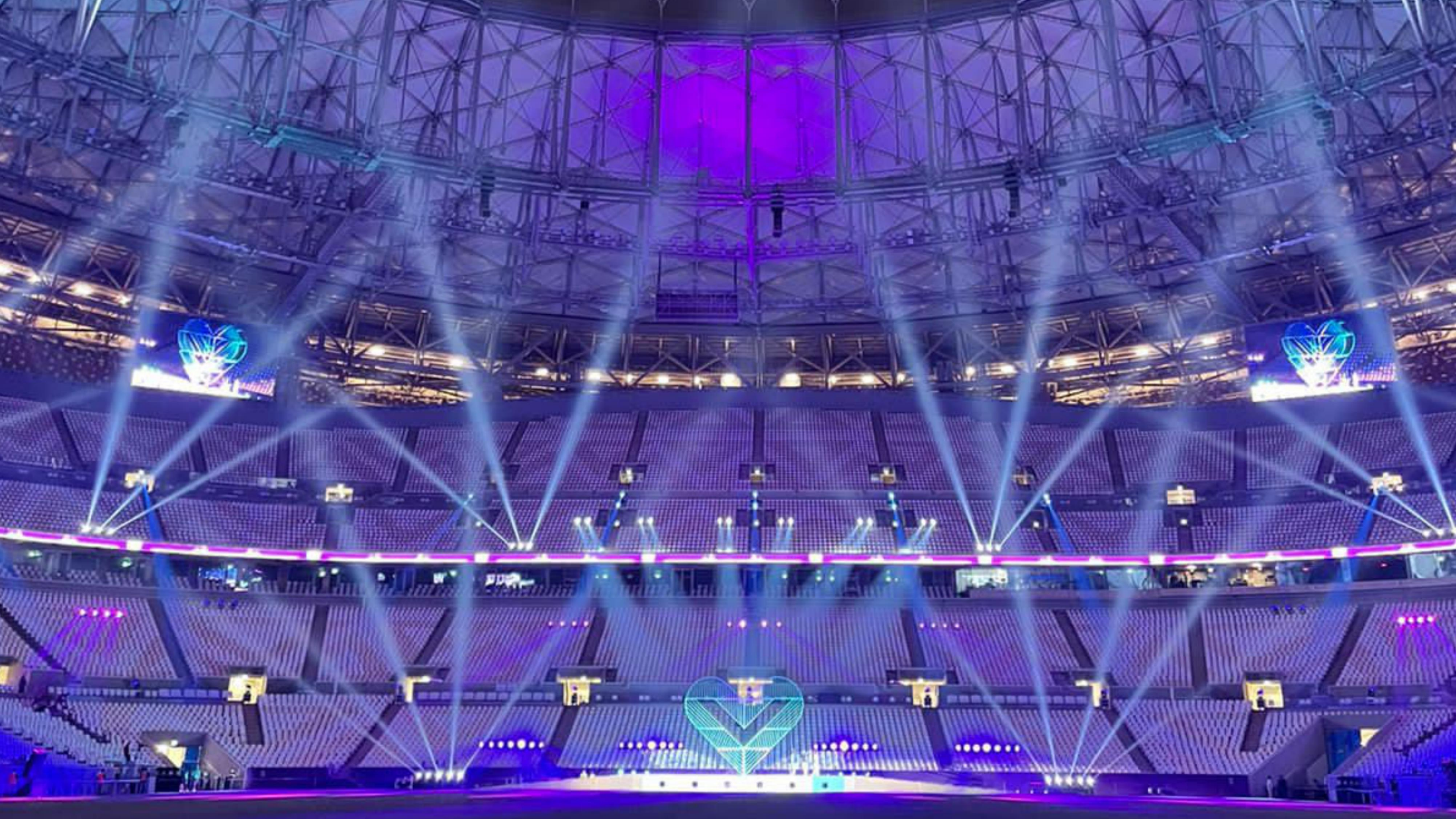








FIFA WORLD CUP
Qatar 2022







THE BIG HIT





**LIFE
LESSONS**





Arabic text on a poster or sign, likely providing information about the event or the speaker.

Arabic text on a digital display or sign, possibly showing a list of names or a schedule.

Arabic text on a poster or sign, likely providing information about the event or the speaker.

LOWIDE

BEE EXPERIENTIAL

CREW

UNMISTAKABLY
DIFFERENT

BE.

BEEXPERIENTIAL.COM



GOOD

DG
CLASSIC

G
GIVE FOR GOOD







بطولة أبو
الظهور الرياضي
ABU DHABI SPORTS CHAMPIONSHIP
SCHOOLS & UNIVERSITIES — المدارس والجامعات

ا

REBUILD #3

TO BE.
CONTINUED...

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