

SHOWTIME
ENTERTAINMENT
PRODUCTION

GROUP

Creating **Iconic** Immersive Experiences

www.sepproduction.com

Our Legacy of Excellence

Showtime Entertainment Production Group is a French entertainment development and experience design partner with over 35 years of international experience, trusted by the world's leading theme parks, entertainment destinations, governments and developers.

We combine strategic thinking, creative excellence, technical mastery and operational leadership across the full lifecycle from experiential vision and show design through world-class production and long-term operation. Our work spans destination attractions, immersive experiences, signature shows and landmark ceremonies, all engineered to drive visitation, deepen engagement and create lasting destination value.

We shape what a destination feels like and why the world returns to it.



380+

PROJECTS
DELIVERED



35 YEARS

OF
EXCELLENCE



22+

COUNTRIES
WORLDWIDE



MILLIONS

SPECTATORS
ANNUALLY



IAAPA AWARD

CREATIVE
ENTERTAINMENT

WHAT WE DO

Four Pillars - One Vision

We design shows that work.

Creative vision, production feasibility and operational reality integrated from the first session.

Projects require a fully integrated approach that combines:

Strategy

Defining the vision, business objectives, guest experience, and long-term value proposition.

Production

Managing every aspect of delivery, fabrication, installation, media production, programming, and commissioning.

Design

Transforming concepts into immersive experiences through storytelling, creative development, engineering, and technical design.

Operation

Ensuring sustainable performance through operational readiness, training, maintenance planning, and experience management.

WHAT WE DO

Pillar 01 - Strategy

Entertainment Strategy & Integrated Development

Your vision. Our roadmap. Built to last.

Services Include

- Entertainment Master Planning
- Attraction Development Strategy
- Experience Programming
- Visitor Journey Mapping
- Audience Engagement Strategy
- Destination Entertainment Planning
- Event & Festival Strategy
- Operational Feasibility Assessments
- Concept Development Workshops
- Benchmarking & Market Analysis

Strategic Outcomes

- Increased visitation
- Enhanced destination value
- Stronger guest engagement
- Sustainable operational models
- Future-ready entertainment ecosystems

An aerial night view of a theme park, likely Universal Islands of Adventure, with various rides, buildings, and water features illuminated. Fireworks are exploding in the dark sky above the park. The scene is vibrant and detailed, showing the layout of the park and the density of its attractions.

WHAT WE DO

Pillar 02 - Design

Experience Design & Creative Development

We create worlds. Compelling, buildable, unforgettable.

Creative Design

- Creative Direction
- Show Concepts
- Character Development
- Costume Design
- Music Composition

Experience Design

- Immersive Experiences
- Destination Activations
- Cultural Experiences
- Destination Experiences
- Signature Visitor Experiences

Technical Design

- Audio Visual Design
- Lighting Design
- Media Systems Design
- Show Control Design
- SFX Design

Engineering

- Feasibility Studies
- Mechanical Engineering
- Electrical Engineering
- Structural Engineering
- Technical Integration

WHAT WE DO

Pillar 03 - Production

Entertainment Production & Project Delivery

We build it. We deliver it. On time, on budget.

Production Services

- Executive Production
- Project Management
- Artistic Direction
- Rehearsal Management
- Media Production
- Casting
- Logistics & Procurement

Technical Production

- Show Systems Integration
- Projection Mapping
- Lighting & Audio Systems
- Media Servers
- Special Effects
- Drone Shows
- Multimedia Attractions

Installation & Commissioning

- Fabrication Oversight
- Site Coordination
- System Testing
- Programming
- Technical Rehearsals
- Commissioning
- Operational Handover

WHAT WE DO

Pillar 04 - Operations

Operational Excellence & Experience Management

We stay. We operate. We make it better every season.

Operational Services

- Operations Planning
- SOP Development
- Operational Readiness
- Staffing Models
- Recruitment Support
- Training Programs
- Technical Operations
- Show Operations

Operational Support

- Maintenance Planning
- Performance Monitoring
- Quality Assurance
- Safety Management
- Continuous Improvement Programs
- Lifecycle Planning
- Asset Reliability Management
- Operational Readiness Planning

Management Expertise

- Theme Parks
- Destination Attractions
- Festivals
- Live Events
- Permanent Shows
- Cultural Destinations
- Entertainment Districts
- Integrated Resorts

Sectors - We elevate

Theme Parks & Attractions

Development and operation of permanent attractions and entertainment programs.

Cultural & Heritage Projects

Storytelling experiences that celebrate identity, culture, and history.

Sports & Entertainment Venues

Immersive fan experiences, ceremonies, and live productions.

Destination Entertainment

Entertainment ecosystems that drive tourism and destination appeal.

Government & National Events

National celebrations, ceremonies, festivals, and public events.

Mixed Used Developments

Entertainment strategies and activations supporting retail, hospitality, and lifestyle destinations.

Showcase

WARNER BROS. MOVIE WORLD AUSTRALIA

Project Overview

Spy Chase a 25-minute stunt spectacular performed daily at Movie World, number one theme park in Australia.

Key Achievements

- Opened in December 2025
- Voted #1 attraction by visitors
- Operate more than 930 shows per year

Impact

A significant visitor presence with a high-energy show combining cars, motorcycles, SFX, comedy and parkour.



Showcase

EMAAR NEW YEARS EVE DUBAI - UAE

Project Overview

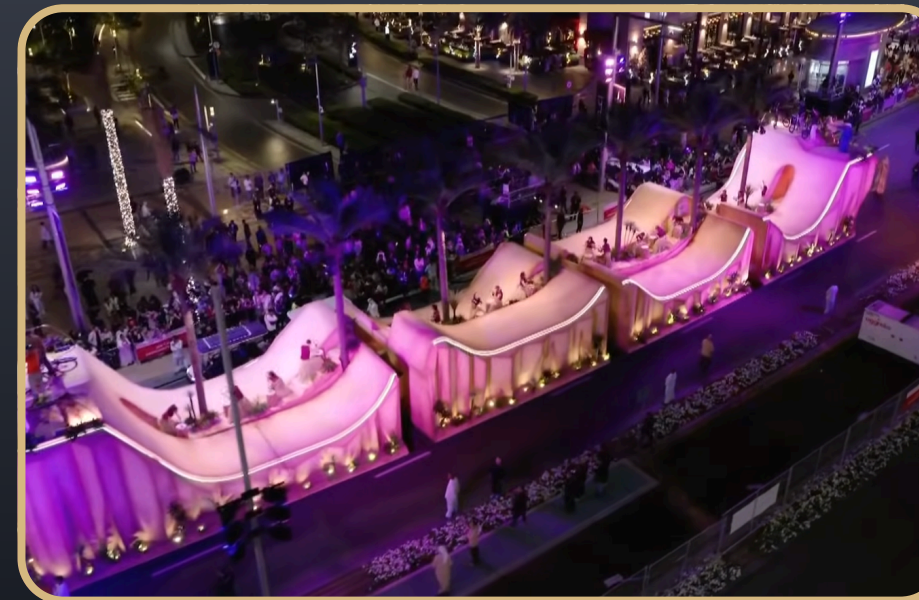
2026 Emaar New Year's Eve celebration in Dubai, UAE, one of the most spectacular live events in the world.

Key Achievements

- Global Reach & Audience, attracting 1.5 million viewers
- Extended Festivities for 7 extra days transforming Downtown Dubai into a city-wide celebration zone.
- Global Recognition

Impact

Large-scale immersive event featuring a 20-minute Burj Khalifa show, theatrical parade, and worldwide viewership.



OUR WORK

Showcase GLOBAL VILLAGE Dubai - UAE

Project Overview

FastLive – The Ultimate Challenge delivers an action-packed stunt spectacle with drifting, motorbike jumps, fire effects, and iconic movie cars.

Key Achievements

- Voted #1 attraction by visitors
- Delivered a high-adrenaline, multi-disciplinary stunt show
- Increase parks sales

Impact

It delivered a high-adrenaline, crowd-pulling spectacle and dwell time while giving visitors a memorable, world-class live experience.



Showcase

LEGOLAND PARK

JOHOR - Malaysia

Project Overview

The Loudest Shout a 25-minute educational show performed daily. Immersive experience for the kids to find the danger in the Lego House .

Key Achievements

- Voted #1 attraction by visitors
- #1 Lego House merchandising in the park
- Performed 760 shows

Impact

Family oriented show with high impact on youth from 6 to 12 years old.



Showcase Novaworld Resort Vietnam

Project Overview

NovaWorld Phan Thiet is a large-scale integrated entertainment and resort destination designed to become a premier tourism hub in Vietnam.

Key Achievements

- Launched major attractions
- Increased visitor appeal
- Supported destination growth

Impact

Enhanced regional tourism, attracted new visitors, and contributed to the economic growth of the destination.



Showcase

Muscat Festival

OMAN

Project Overview

Muscat Festival, one of Oman's largest cultural events featuring a multimedia fountain show, projection mapping, street performances, and interactive entertainment.

Key Achievements

- Multimedia was a major nighttime attraction
- Voted #1 attraction by visitors
- Performed 150 shows in a month

Impact

Enhanced the festival's family-friendly appeal and extended guest engagement, showcasing our expertise in large-scale, multi-format entertainment.



Trusted - Partners



Testimonials - Partners

“Legoland® is very happy with the collaboration and value the input and efforts by SEP to deliver a good show to the visitors of Legoland® Malaysia”

Siegfried Boerst - General Manager | Legoland®

The collaboration between the UAE Armed Forces and the SEP Stunt Team resulted in one of the most impressive world-class action performances ever showcased at IDEX.”

Major General Obaid Al Ketb- General Army | IDEX

“We are pleased to state that all areas of show development and direction as scoped to SEP were met with consistent high quality”

Bi Ke - Chief Engineer & Show Production | Sunac

“Throughout the project, SEP demonstrated an exceptional level of professionalism, creativity, and operational excellence. Their team showed outstanding attention to detail at every stage of the process, from initial concept and creative design to technical execution and daily show operations.”

Shaun Cornell - Director Entertainment | Global Village, Dubai

Why - US



Our commitment to excellence ensures that we consistently deliver outstanding results, helping businesses stay ahead of the competition.

End-to-End Expertise

From concept design to daily operations, we manage the entire lifecycle of your entertainment project with a seamless, integrated approach.

Scalable Show Solutions

From compact 2-month productions to 24-month mega shows, our formats adapt to your destination, audience, and ambitions.

On Time. On Budget. On Target.

Disciplined project management ensuring reliable delivery, operational efficiency, and measurable results.

Prestigious Collaborations

Trusted partner to world-class brands including Warner Brothers, Emaar, Dubai Holding, Sunac, Wanda, Novaland, Universal Studio, and other global entertainment leaders.

Meet - The Leadership Team



Medhy Menad
Chairman

Founder with 35+ years of experience creating large-scale stunt and action shows worldwide.



Sonia Saïdi
Vice-President

Leads strategic development, global partnerships, and international business growth.



Jean-Marc Chastel
Artistic Director

Directs and designs immersive large-scale live entertainment show experiences



Fiona Luo
Asia Director

Leads business development and strategic partnerships, expanding opportunities across Asia.



Michael Ratti
Australia Director

Oversees operations and development of entertainment projects across Australia.

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