



VARA

alumni

MBLM

Dubai's Digital Leap with  
**VARA and alumni**

# REDEFINING REGULATION

Dubai is a city built on bold firsts—from the world's tallest tower to pioneering infrastructure that redefines urban innovation. Its latest milestone: VARA—the world's first regulatory authority dedicated exclusively to virtual assets.

To articulate this groundbreaking mission and make it accessible to a wide audience, VARA partnered with alumni—an AI Marketing Advisor purpose-built for brands. Together, they designed a custom activation at VARA's headquarters that would reimagine how regulation is communicated in a digital-first world.

# VARA partnered with alumni to transform regulatory engagement—delivering real-time, on-brand intelligence from headquarters to the global stage

**Trained on VARA's full regulatory framework and brand strategy, alumni delivered accurate, on-brand responses through natural, conversational interaction.** Visitors were invited to engage via iPad, asking questions about VARA's mandate, processes, and guidelines. Responses appeared in real time and were mirrored on a large video wall—creating a dynamic, cross-device interaction that blended digital intelligence with a tangible, in-person experience.

Building on this success, the activation evolved for a broader audience at the 2023 Future Blockchain Summit. This time, the experience went fully mobile. Attendees scanned a QR code at the VARA pavilion, engaged directly with alumni on their phones, and received instant, intelligent responses—transforming complex regulatory concepts into accessible insights. It was a seamless fusion of speed, precision, and relevance—bringing VARA's vision to life in the palm of every hand.

Watch the video

VARA + ALUMNI