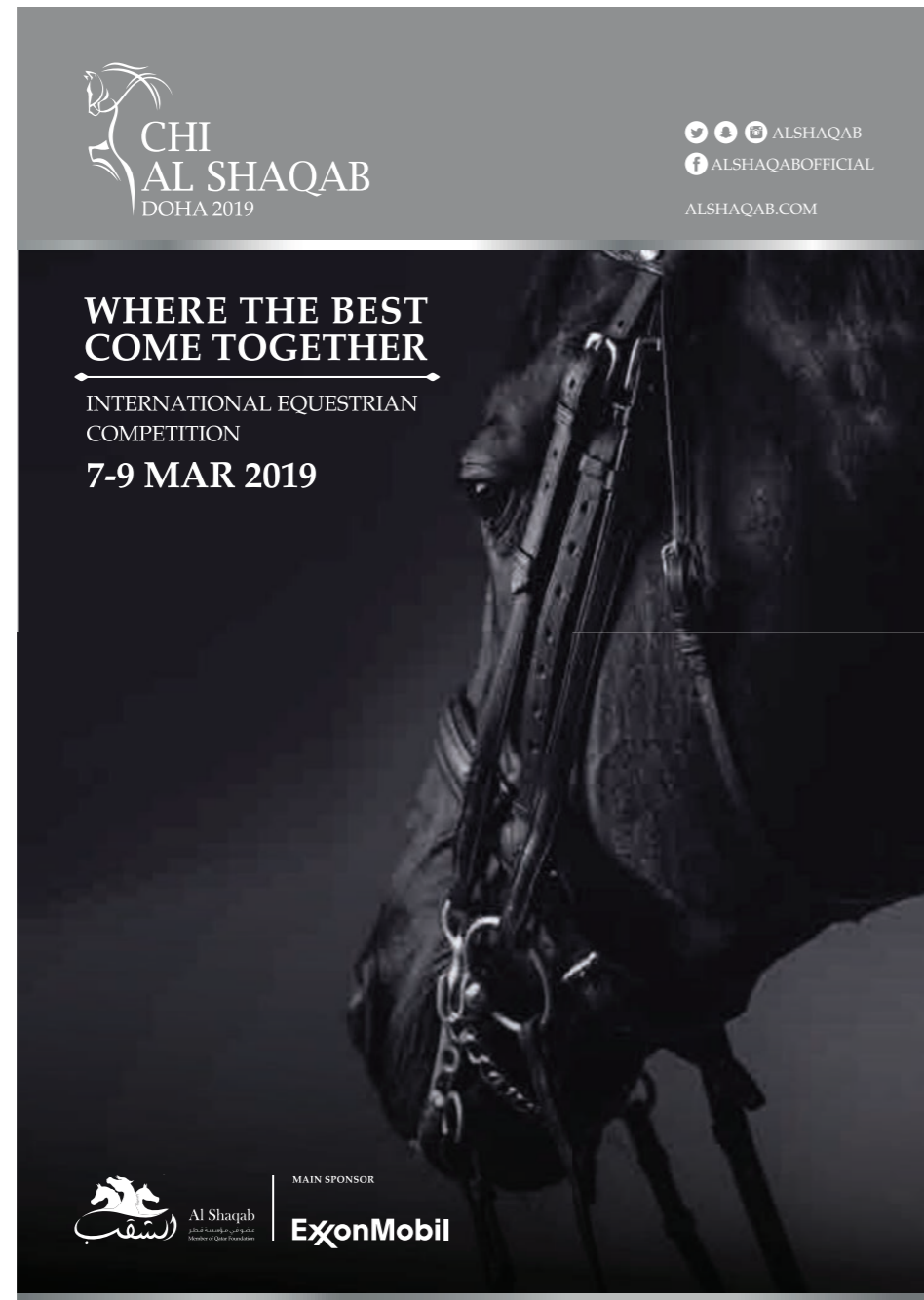


PR & COMMUNICATIONS QATAR

“Through the continuous evaluation of the marketplace, we have created communications solutions that fulfill clear strategic and tactical needs. Having excellent relations with the media is critical and over the years we have built-up a valuable network of contacts.”



AL SHAQAB EQUESTRIAN CENTER'S CHI AL SHAQAB 2019 EVENT



As part of Gem's Marketing & Communications contract with Al Shaqab, Gem performed all PR and Social Media Services for the CHI AL SHAQAB 2019 event. This included a full PR strategy designed to raise awareness of Al Shaqab as an equestrian center of excellence, locally and internationally, as well as a PR and Social Media plan to optimize coverage of the event over a month-and-half timeline, and reach during the three-day period of the event during March 2019. Gem's PR services covered:

- Development of local and international media contact list;
- Press Releases in English and Arabic for local, regional and international markets, including content development in both languages and distribution to media contact list;
- Social Media content for Twitter, Facebook and Instagram in English and Arabic;



NAMA CENTER PR & COMMUNICATION ACTIVITIES



nama

تمكين وريادة
Empowerment & Entrepreneurship

الإجتماعي Social

As part of Gem's PR & Communications contract with the Nama Center, we provide a range of services on a daily, weekly and monthly basis, designed to increase awareness of the organization's activities.

This includes: -

- Development of local media contact list;
- Press Releases in English and Arabic for local and regional markets, including content development in both languages and distribution to media contact list;
- Social Media content for Twitter, Facebook and Instagram in English and Arabic;
- Media Relations, with Gem arranging for local media to attend and cover events;
- Arrangement of interviews and stories to suit relevant target markets to increase coverage opportunities;
- Organization of Press Conferences before, during and after event, including media invitations and media liaison to ensure attendance and coverage;
- Talking Points and Speeches for the various NAMA heads;
- Media Monitoring and Report;
- Quarterly newsletter



WOQOD PR & COMMUNICATION ACTIVITIES

Gem has an ongoing contract to provide WOQOD with a range of PR & Communication activities, including strategy to increase awareness of the organization's direction and achievements. Among the regular activities are the following:

- Development of local media contact list;
- Press Releases in English and Arabic for local and regional markets, including content development in both languages and distribution to media contact list;
- Social Media content for Twitter, Facebook and Instagram in English and Arabic;
- Media Relations, with Gem arranging for local media to attend and cover events;
- Arrangement of interviews and stories to suit relevant target markets to increase coverage opportunities;
- Organization of Press Conferences before, during and after event, including media invitations and media liaison to ensure attendance and coverage;
- Talking Points and Speeches for the various WOQOD heads