

Each client is a unique partner & gets personalized services



NADD ALSHIBA
PR & EVENT MANAGEMENT

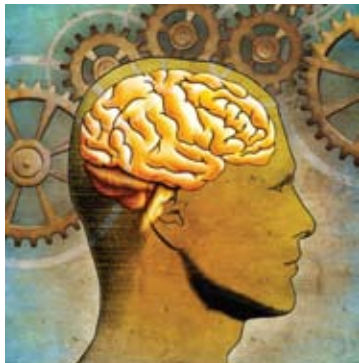
Everyday...



Influencing



Decisions



Changing Perceptions

Nadd Alshiba PR and Events Management is a proactive and highly-motivated boutique consultancy providing a wide range of services to clients in the public and private sectors in the UAE and the Middle East.

You get the best services designed to enhance your public and corporate image.

Our quality services, strategic planning, built-to-order approach and extensive media networking make all the difference to your requirements.

Our professional approach can help you reach out to audiences in the target markets, thereby influencing decisions and changing perceptions.

Be it your product or services or simply any message you want to convey about your company.

Our work will surely help you to reach your goals through the right communication strategies in today's competitive marketplace.

You can benefit from the expertise and insights of our energetic and creative professionals who will advise you on the best practices to show the difference you are making in the corporate world.

Get us working for you on a full-time basis, retainership or a project basis and you will see how we ensure the best possible benefits and exposure for your company, campaign and event.

You get a positive impact among the target audiences. You can rely on our capabilities of handling your needs, right from the concept to the execution stage.

You can expect high visibility in the Media through our personalized contacts with over 1500 Media professionals.

Since 1996, we have built a reputation working with selective clients by delivering services differently.

Real world...



Great Aspirations

The real world comprises today of very active people, not passive spectators.

People have specific needs, not generic aspirations.

We communicate to people your message, connect with them and convince them to buy your ideas, products and services.

We make people believe you.

QUALITY rather than QUANTITY remains the hallmark of our services.

This helped us build trust and credibility.

Our services will help you to:

- Create profitable market environment for your company, brand and services
- Increase visibility and/or share of voice for you
- Inform and educate the target audiences
- Influence the trade, support marketing and generate business leads
- Brand visibility and enhance corporate image
- Expand promotions to increase your market share
- Create influencing image in the community
- Manage crucial marketing and communication issues
- Contain crisis and risks



Convincing messages



Navigating Change



Real rapport with the client is what makes a PR company different from others.

Our strong believe in open-door approach and professional touch is best reflected in what we do and how we do.

You can benefit from our expertise, great ideas and strategic insights to make a measurable impact on your businesses through our various services:



- Public Relations
- Strategic Campaign Planning
- Media Relations
- Brand Identity
- Promotions
- Event Management
- Marketing Communications
- Media Representation
- Press Release Writing and Distribution
- Content Creation/Editorial Services
- Copy Writing/ Proofing
- Social Media
- Media Interviews
- Media Rooms for Events, Exhibitions and Conferences
- Books/Magazines/Newsletters publishing
- Organizing Conferences/Exhibitions/Events
- Brochure Design
- Corporate Literature

We offer creative solutions and key brand messages based on the audience insights.

Performance



Persuasion

Get us working for you
to achieve your business goals.

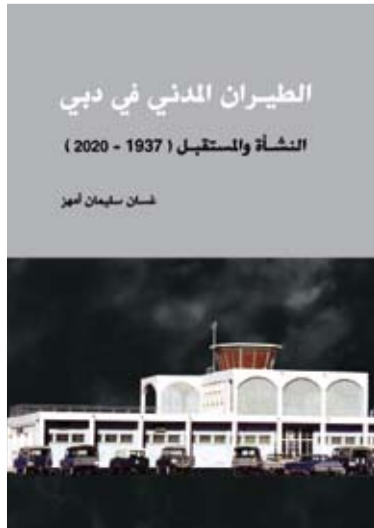
- Marketing objectives
- Market, brand or audience research
- Brand Identity
- Public Relations initiatives
- We remain focused on consistently delivering on the fundamentals - great writing, strong Media relationships, superior client service and flawless execution
- Making the business case for communications, every assignment starts with the assumption that there is a tangible business goal to achieve
- Expanding creativity to bring fresh ideas that reach out consumers in a memorable way and that which ultimately makes a long-lasting business impact.

Consistency



Quality

Many companies/projects have benefited from our expertise:



Civil Aviation in Dubai – History and Future (1937-2020) “Book”

Handled the publication, marketing and sponsorship for the first of its kind of book in Arabic on civil aviation, released in March 2011 by His Highness Sheikh Ahmed bin Saeed Al Maktoum, coinciding with the 50th anniversary of Dubai International airport.

Dubai Civil Aviation Authority (DCAA)

Media consultancy, including Press release writing and distribution from the year 2008 onwards

Fortune

Handled the PR campaign for the one of the largest construction and real estate companies in the UAE

The Green Path “Book”

Published a book on the life and environmental contributions of the UAE Founder-President Sheikh Zayed bin Sultan Al Nahyan in 2001 for the Federal Environment Agency

Rashid Pediatric Therapy Centre

Provided PR services from the year 2000 to 2010, covering a wide range of services, including the publication of in-house magazine

Environment and Cultural Programmes for Children

Organized the activities from the year 2000 to 2008 for the Dubai Municipality and Dubai Children's City with the support of schools in the emirate

Initiatives of Gold “Book”

Published the first book on the parliamentary elections in Dubai in the year 2007

Election Campaign

Handled the information and PR services for the election campaign of H.E Jamal Al Hai, Member of the UAE's Federal National Council, in 2007

Sheikh Rashid Humanitarian Research and Studies

Handled PR and Media services for the initiative from the year 2000 to 2008

Middle East Forum for Special Needs Tourism: Organized the first of its kind of event, under the patronage of H.H Sheikh Ahmed bin Rashid Al Maktoum, for four consecutive years and handled all its PR and Marketing



Special Needs Children Competition

Organized a variety of competitions for the Special Needs children in Dubai from the year 2003 to 2007

Competitions for Special Needs Children

Handled the event management and PR for the competitions held under the patronage and with the support of H.H Sheikha Manal bint Mohammed bin Rashid Al Maktoum from the year 2002 to 2005

Eurogate Company of Czech Republic

Provided counseling and PR support for the company for its foray into UAE market and strengthening of bilateral relations between the two countries

Aga Khan International Architecture Award

Media consultancy for the Aga Khan International Architecture Awards since the year 2006

Zareena Fashion House

Handling PR for the leading fashion brand created by Emirati designer Zareena Yusuf, including launch of new collections and interviews for the brand building in the UAE and across the world

Ajman Free Zone

Handled the PR campaign in line with its new marketing and PR initiatives in 2008, generating positive business leads for the clients and wider media exposure

Team Power

Handled the PR for the leading training consultancy company, including organizing five conferences in line with the client's requirements

Philip Morris

Media consultancy for the world's leading cigarette manufacturer for broader regional public exposure in the year 2010

Bayanat

Media consultancy for the leading UAE group

Reeds Exhibitions (Airport Show)

Media consultancy for the leading exhibition of Dubai





What are you waiting for?

Get us on board and see how we make
the difference for you in real time.



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t +9714 26 99 884

f +9714 26 86 960

e nadshiba@eim.ae