

Remarkable results come from being **Different**



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NADD ALSHIBA
PR & EVENT MANAGEMENT

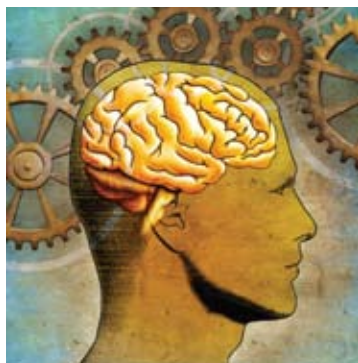
Everyday...



Influencing



Decisions



Changing Perceptions

In today's highly-competitive world, it makes a big difference if you are different from your competitors

When your organization's remarkable performance, products and services require public recognition and corporate impact, you can count on our PR solutions that produce positive results

Nadd Al Shiba can guide you to get closer to your key stakeholders and add measurable value to your business by offering efficient and effective communication strategies

We work to change perceptions and influence decisions through delivering your core marketing messages to the right audiences at the right time

Nadd Al Shiba PR and Event Management is a boutique consultancy providing a wide range of corporate communications and event management services to clients who share our values of quality and professionalism

We work across different mediums and industry sectors, but outshine others in Aviation, Tourism, Airlines, Hospitality and unique Services

Since 1996, we have built a reputation working with clients in public and private sectors in the UAE by delivering services differently

Benefit from our expertise and insights of the market and let our energetic and creative professionals guide you to show the difference you are making to your target audiences

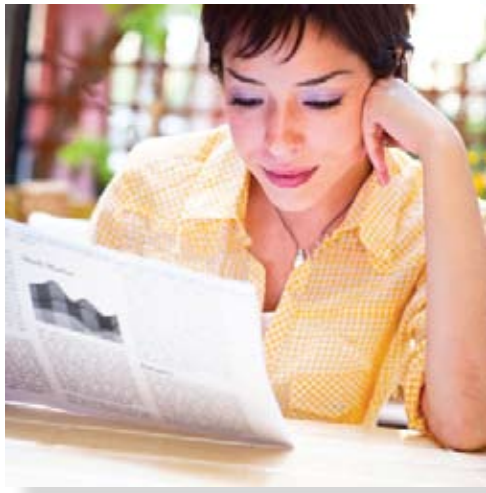
For your corporate communications, you need clear advice on the right direction for reaching the desired milestones for your business

We help you chart a different route that is successful, profitable and easily reachable
inspire you to be different and see the difference for yourself

Real world...

What sets us apart?

Great
Aspirations



Convincing messages



Navigating
Change

Our focus on quality and professionalism has helped us build up an excellent understanding of the business environment in which our clients operate

Our Media contacts are strong. You can expect high visibility in the Media through our personal contacts with over 1500 editors, reporters, producers and columnists in the UAE and the Middle East

Our understanding of the Media requirements and commitment to meeting their editorial standards and deadlines is a critical factor in the success of our PR initiatives

Our results are outstanding in both print and broadcast media, helping us to build long-term relationships with our clients

Our team is made up of highly motivated and experienced professionals who deliver an exceptional quality of work to our client

Our professionalism is reflected in our team's capabilities in quickly grasping news angles and opportunities to produce targeted results in the Media



Your needs are **specific**, not generic

At Nadd Al Shiba, we consider each client a unique partner and offer personalized services to meet your requirements

Our unique understanding will help your business scale new heights both as an independent entity and in the corporate world

We develop effective PR campaigns by first identifying your audience and designing targeted strategies to reach them

We can design dynamic media campaigns, product launches, corporate and social events and manage your presence at trade shows and exhibitions and design and operate Media Centers

Our core services include:

- Strategic PR consultancy
- PR management
- Press Events and Press conferences
- Arranging Media interviews
- Event Management
- Organizing Conferences/Exhibitions/ Events/Research Groups
- Media Rooms for Events, Exhibitions and Conferences
- Branding and Promotions
- Copywriting Corporate Literature
- Content Management /Editorial Services
- Design and Production of Books/ Magazines/ Newsletters/ Brochures/ Websites/ Posters

Let us know if you require other services and we will help you with our best capabilities and expertise

Many Clients, Same Passion

Several reputed companies and organizations have used our services to reach out to the world with their corporate and social messages. We ensure that each of our clients gets the best of our expertise. Nadd Al Shiba has successfully published and marketed five books, designed brochures and published magazines as well as handling PR and Media campaigns and organizing conferences and events

How we empower you?

We make people believe in you!

Our integrated approach, a clear strategic pathway and proven methods can help our clients achieve the desired objectives

- Shape, enhance and manage corporate reputation
- Drive brand recognition
- Raise industry profile
- Strengthen market position
- Change public opinion
- Generate consumer loyalty
- Secure stakeholder engagement
- Attract new customers
- Increase sales
- Build industry credibility
- Improve competitive advantage
- Create profitable market environment for your company, brand and services
- Inform and educate the target audiences
- Influence the trade and support marketing
- Expand promotions to increase your market share
- Manage crises and risks

Performance



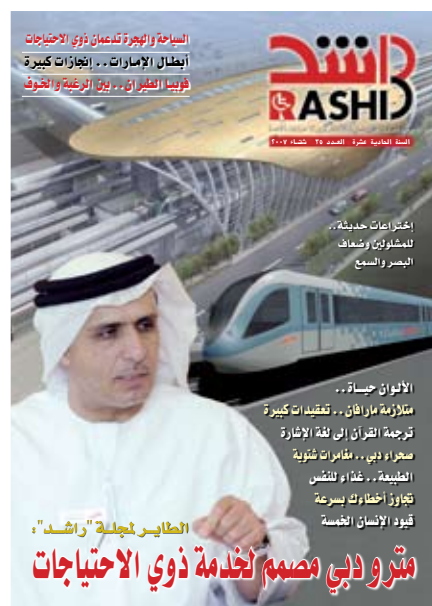
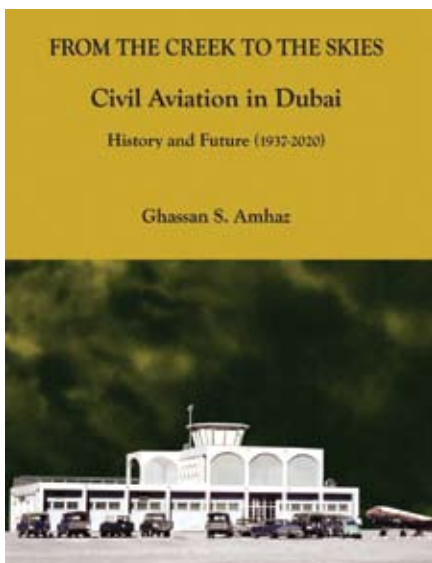
Persuasion

Consistency



Quality

Many companies/projects have benefited from our expertise:



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

Handled the publication, marketing and sponsorship for the first-of-its-kind 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 Media consultancy, including Press release writing and distribution from the year 2008 onwards

Bayanat

Media consultancy for the leading UAE group

Reed Exhibitions (Airport Show)

Media consultancy for the leading exhibition of Dubai

Fortune

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

“The Green Path” Book published

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

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



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 Sheikhha 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

Handled 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

ICSANA

Media Consultancy for the strategic analysis company

Al Murr Bin Huraiz

Media Consultants for Al Murr Bin Huraiz, Member of the UAE Jet-ski Championship Team and the Skydive Dubai team



Do we still have to say more?
**Get us working for you and
see the difference**

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