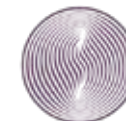




# Public Relations Services



ترخيص رقم: 1555

مركز قطر للمال  
Qatar Financial Centre



## introduction

Public Relations Services are indispensable for any organization or company. They are responsible for administrative functions that contribute to supporting and strengthening its relationships with the surrounding community, portraying a positive image among individuals, developing policies and operations aimed at building trust and collaboration with various segments of other individuals and institutions, enhancing communication with clients, and portraying the organization's nature of work positively in their minds, utilizing a variety of communication and advertising tools available to implement its vision and measure the public's satisfaction with the services or products it offers.

Smart Ideas for Media Services seeks to provide a new and distinctive concept for public relations management, based on establishing an interactive strategy between the organization and stakeholders, achieving effective communication between the organization and other entities, and providing appropriate advertising methods to introduce its role in the community. This is accomplished through careful monitoring of all news published about the institution or

company, ensuring its accuracy and encouraging communication and coordination among all levels of management to make appropriate decisions, improve performance, and measure the audience's feedback towards the institution and its activities.

Therefore, the company provides consultancy services in the field of public relations for companies and institutions seeking to develop and sustain their businesses while maintaining their good reputation in the community. This is achieved through building trust and connections with other parties, developing policies that align with the opinions of targeted customers, offering new deals to attract more customers, participating in proposing effective solutions to societal problems with the institution playing a pivotal role in their implementation, supporting local economic development, promoting administrative decentralization, supporting the role of joint management in decision-making, and building communication channels with other administrative functions, especially production and marketing.



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process

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## Vision for Public Relations Consultancy at Smart Ideas for Media Services:

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- Working on strengthening the relationship between the institution and its audience with the aim of developing it and strengthening cooperation bonds through it.
- Reinforcing the connection between the institution and other official and unofficial channels by exchanging data to coordinate work between them.
- Applying all scientific principles to achieve common goals between the institution and its audience.

Based on the aforementioned criteria, the company provides public relations consultancy through its team composed of a group of experts and specialists in this field who offer the essence of their experience through:

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- Formulating a robust strategy for the institution, including designing and building structures for public relations, corporate communication, media, and overseeing them.
- Designing internal communication networks among employees for institutions and affiliated members.
- Designing media qualification and professional training programs in the field of corporate communication and public relations, and preparing official speakers, media spokespeople, and experts in the field of corporate communication and public relations.
- Providing appropriate strategies for building internal responsibilities of the institution towards the community and the events it undergoes.
- Crafting precise crisis management plans based on a scientific approach built on careful monitoring of the institution's operations, comparing them with the community in which it operates, and striving to develop its preventive systems to deal optimally with unexpected crises.
- Developing ideas for corporate social responsibility projects, designing project work models, and managing them.
- Preparing media plans and managing public relations campaigns and electoral campaigns.



## The services of «Smart Ideas for Media Services» in public relations field

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- Preparation of public relations plans (monthly, quarterly, annually) and periodic reports on the work accomplished.
- Management of media relations for exhibitions and events in which the organization participates.
- Provision of various media consultations for leaders and managers of the organization.
- Design and execution of promotional campaigns for the organization.
- Conducting press interviews with organization representatives and distributing them to the media in various events.
- Monitoring news media content related to the organization or relevant to its activities.
- Preparation of press releases regarding the organization's traditional and exceptional activities.
- Managing media coverage of all organization activities, events, and archiving them.
- Drafting articles and speeches for all events in which the organization participates.



- Organizing a series of radio and television interviews.
- Presenting suitable plans and programs to support the executive management's efforts within the scope of corporate communications.
- Providing consultancy services for any emerging tasks falling within the scope of «Smart Ideas for Media Services.»
- Supporting and supervising the implementation of promotional activities for the organization.
- Evaluating the competitive landscape and suggesting appropriate strategies to address competitors, in coordination with the organization's management.
- Providing media support services to create a positive mental image of the organization's activities.
- Continuous follow-up with the organization's management to understand their immediate needs for public relations services.
- Providing advice on any emerging tasks.



## Specialized Public Relations Services:

### Visual Identity Preparation Services:

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«Corporate identity» refers to giving the institution or company a distinctive character among its audience, differentiating it from other institutions. “Smart Ideas for Media Services”, through its public relations management team, seeks to formulate a unique corporate identity for its client institutions, achieved by:

- Developing and executing artistic designs for promotional materials and media campaigns specific to the institution.
- Full supervision of print management, providing all designs for various printed materials such as letterheads, business cards, folders, notebooks, etc.
- Continuous development of the institution’s identity to align with the market while maintaining its overall identity.
- Providing a range of advertising and promotional ideas for the institution.



...the company's financial performance over the last quarter. The results were mixed, with some key areas showing improvement while others remained a concern. The board of directors will be meeting next week to discuss the findings and determine the best course of action.

**INVESTOR POLICY FOR  
STAFF RECREATION**

The company's investment policy for staff recreation is designed to provide a healthy and enjoyable work environment. This includes a variety of activities and programs that promote physical fitness, mental well-being, and team building. The policy is outlined in the following table:

Activity	Frequency	Cost
Golfing	Quarterly	Free
Tennis	Monthly	Free
Swimming	Bi-monthly	Free
Yoga	Weekly	Free
Team Building	Annual	Free

## Press Kit Services:

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This service includes preparing a comprehensive press kit for everything published about the institution in all media outlets.



## **Media Coordination Services:**

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Smart Ideas for Media Services prioritizes building direct and personal relationships between prominent media outlets and their representatives on one side, and its corporate clients on the other. It strengthens these relationships in the long term, allowing them to open new communication channels to enhance media coverage of their news, achievements, and events.





## Media Relations **Management Services:**

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The role of the media is no longer limited to raising awareness of a brand and generating interest among the public. It also contributes to improving the organization's or institution's image and position in the markets in which it operates. In light of the ease of access to information about companies and institutions, the media plays the role of an external intermediary and reliable supporter of the organization, helping to garner public support through positive and effective media coverage of its products or services, and enhancing its credibility with the public.

«Smart Ideas for Media Services» possesses advanced capabilities that distinguish it in providing public relations consultancy services to its clients and various institutions. Given that publicity through media outlets has become one of the most powerful modern marketing tools for institutions and their objectives among the audience, the company offers media relations management services and provides the necessary support to enhance the mutual relationships between the service-seeking institutions and the media. It transforms them into effective tools reaching the largest possible segment of the targeted audience.

Moreover, the company benefits from a wide network of strong relationships that have been established over the years with prominent media entities, journalists, producers, and others. This facilitates creating an ideal environment for institutions to ensure appropriate and continuous media coverage across various media outlets, covering news and achievements adequately. It also establishes strong and lasting strategic partnerships with representatives of these outlets, gaining a better understanding of how to effectively communicate with journalists and media professionals at regional and international levels. This reflects the true image and good reputation, enhancing the credibility of media coverage of the institution's activities.

**These services include a sub-package of distinctive services, which encompass:**



## Preparation and Execution of Media Content for Organizations and Institutions:

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«Smart Ideas for Media Services» provides the necessary support to media units and departments in various institutions and organizations to enhance and improve the capabilities of their personnel and equip them for their roles. This is done leveraging the tools, capabilities, skills, insights, and ideas possessed by the company. The evolution of the work of these units has become a pressing necessity for the success of institutions, especially at a time when communication and interaction methods undergo significant technological advancements.

The company's specialized team in media affairs works to address the absence of the journalistic role among the institution's staff and the public. This is achieved by securing summaries, informational booklets, newsletters, and press releases that address the institution's role and its impact on society. The team also prepares media content for the institution, including written, audio, visual, and video content, and disseminates it across all media channels, both locally and regionally.



## Providing Media Coverage in **Traditional and Electronic Media:**

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The media relations team at «Smart Ideas for Media Services» takes on the responsibility of writing and distributing press releases for institutions, organizations, and companies. They ensure media coverage for specialized articles, advertisements, and interviews in various prominent media outlets, both locally and regionally, across all platforms including newspapers, radio stations, television channels, online news websites, official and private news agencies, and social media platforms.



## Offering Media **Monitoring and Archiving Services:**

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The media relations team at «Smart Ideas for Media Services» conducts media monitoring of news related to the institution that has been published by various media outlets. This is done to gain a better understanding of the direction taken by this news upon publication and to determine whether the presentation style needs comprehensive development or not. This assessment relies on monitoring the achieved results of news publication and media reports about the institution.

Additionally, within the same framework, «Smart Ideas for Media Services» provides its clients with various published media materials related to their activities, each according to their respective sector.





## Managing Media Relations **for Conferences and Events:**

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Within this service, «Smart Ideas for Media Services» effectively connects the institution with its audience by organizing integrated conferences and events that align with the institution's current events and objectives. These events are then broadcasted through various media outlets, which serve as important platforms for conveying the voice of any institution to its audience. Additionally, the company ensures an intensified media presence at various events organized by the institution, organizing specific activities targeted towards journalists such as interviews and media tours.



## Coordinating **Media Interviews:**

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A range of media relations services provided by «Smart Ideas for Media Services» includes coordinating press and television interviews and obtaining media statements that are published across various media channels, including print, visual, and auditory mediums. Moreover, the company offers on-site support for representatives of these media outlets during the various events organized by the institution.



ANALYSIS 2

ANALYSIS 3

AY / JUN / JUL / AUG / SEP / OCT

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## SWOT Analysis **in Media Field:**

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Upon contracting with «Smart Ideas for Media Services,» the media relations team initiates a SWOT analysis specific to the institution or organization from a media perspective. This involves gathering opinions and perceptions from a group of journalists, stakeholders, and followers regarding the institution's brand and its position in society.



## Training Spokespersons for Speech Delivery and Crisis Communication:

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«Smart Ideas for Media Services» distinguishes itself as one of the leading companies in the Arab community offering practical training for corporate representatives, institutional members, and senior management on delivering speeches during various conferences and events. Additionally, they provide training on confidently facing the media, particularly during critical times. This includes a specialized program featuring practical exercises to overcome crises, along with skills for facing the camera and speaking to journalists.



[/https://smartideasmedia.com](https://smartideasmedia.com)