

CASE STUDY

LEADERS SUMMIT

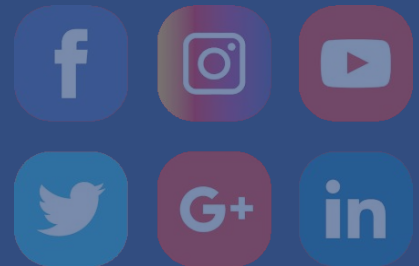
OVERVIEW

SAMENA Council is tri-regional not-for-profit industry association spanning more than 25 countries, including Afghanistan, Algeria, Bahrain, Bangladesh, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Nepal, Oman, Pakistan, Palestine, Qatar, Saudi Arabia, Sri Lanka, Sudan, Syria, Tunisia, Turkey, United Arab Emirates, and Yemen. It represents the interests of more than 85 telecom operators and service providers in the fixed and mobile space, and stakeholders from the wider digital ecosystem.

LEADERS SUMMIT, the Council's annual signature event to address the evolution of 5G digital technologies and 5.5G ecosystem development requirements, building 21st-century financial and telecom synergies, enabling digital competence and boost to the region's digital economy. TRC has been partnering with SAMENA Council in this event for the past three - four years 1.e in 2018 , 2022 and 2023.

APPROACH







Our work involved framing the event announcement as a prominent business news highlight in KSA, generating enthusiasm, and fostering a viral buzz. TRC conducted a comprehensive media campaign tailored to the intended audience, encompassing prominent English and mainly Arabic dailies, business and tech publications: online, and print media. The media conference, where Samena Council was introduced, drew substantial attendance and media coverage, including the creation of video footage. In the week's post-launch, a follow-up press release complemented the initial coverage, effectively meeting our communication objectives.



CONCLUSION

The reach of the Council continues to expand attracting more media attention with additional outlets and channels and higher reach with growing impact.

RESULT

2023		61.8 M+ Reach		719 K+ AEV
2022		48.88 M+ Reach		328 K+ AEV
2018		34 M+ Reach		193K+ AEV

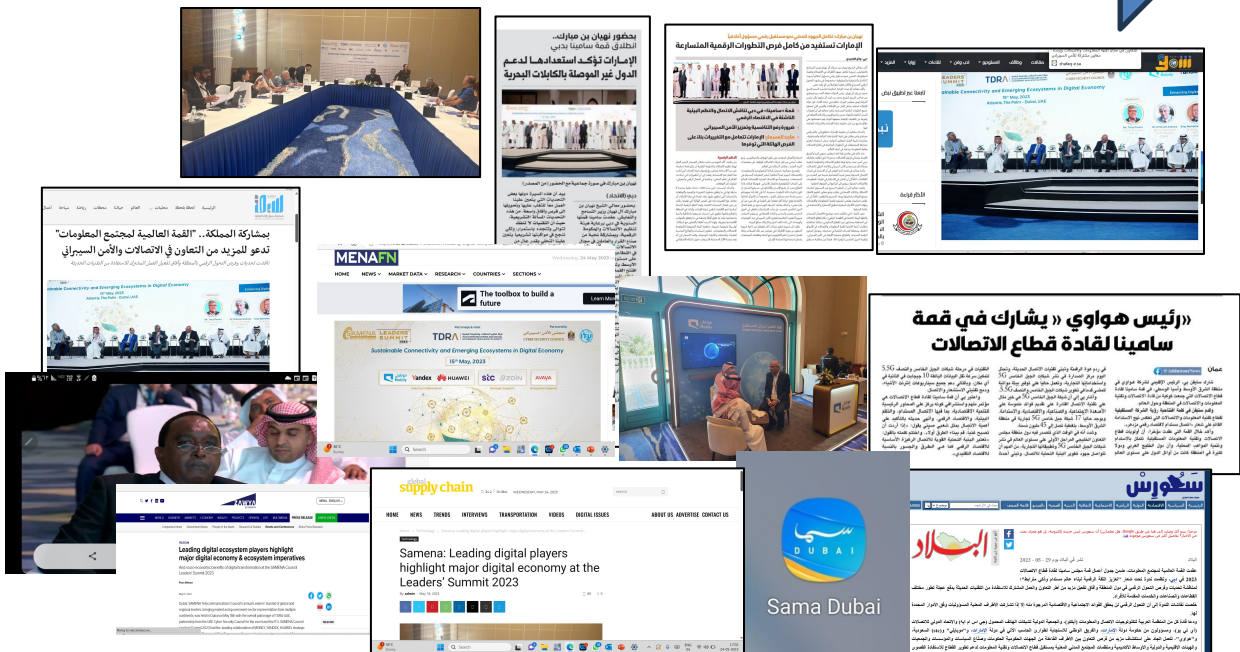
TESTIMONIAL

“ The Revelation Consultancy has supported SAMENA Telecommunications Council outreach with media relations over the years since 2018. We are pleased with their performance and reach and continue to be associated with them for communication with the media. TRC is pro-active in its approach and able to work independently with minimal direction. We are happy to recommend them for outreach in English and Arabic.” Zulekha Ahmed, Operations Manager said.

COVERAGE SCREENSHOTS

2023

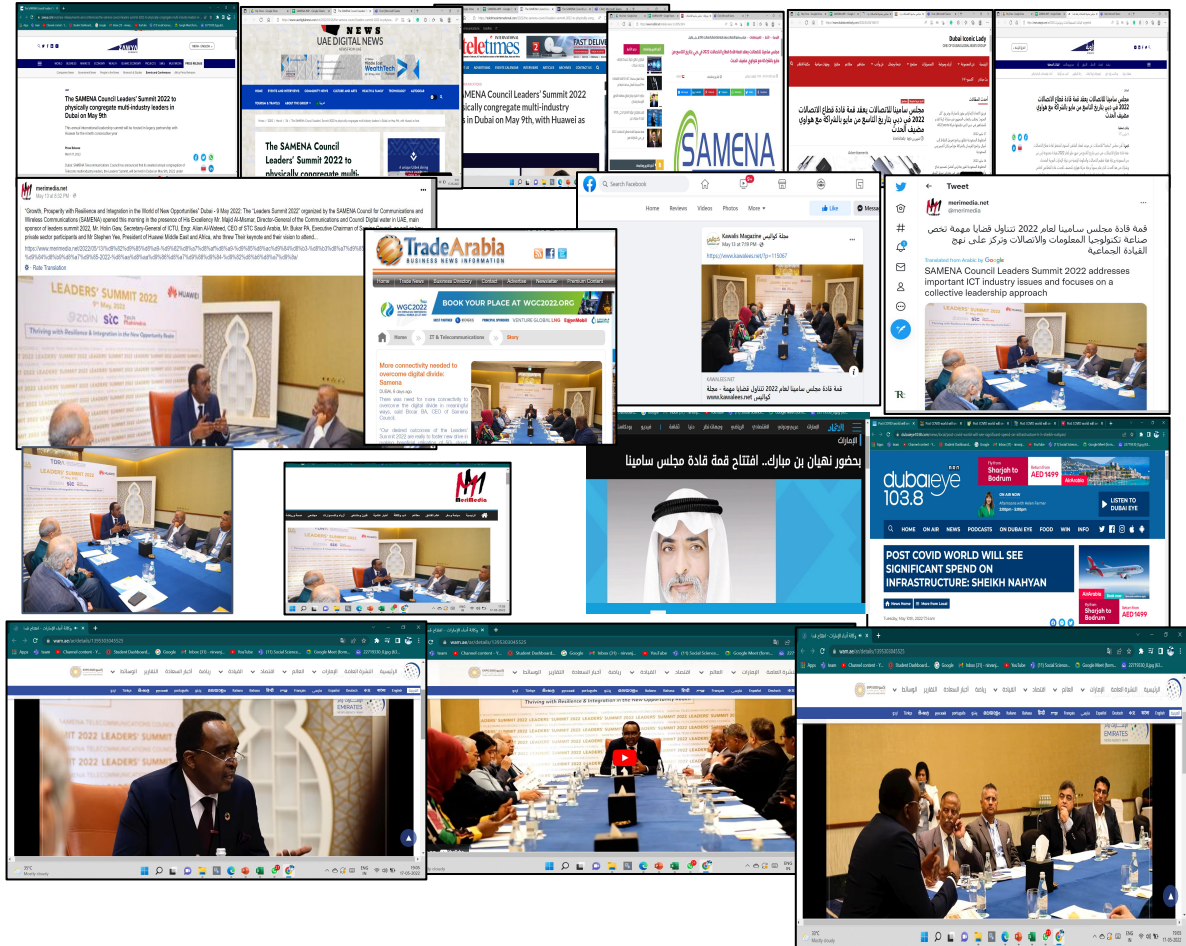
PRINT | ONLINE | VIDEO | SOCIAL MEDIA



ONLINE MEDIA COVERAGES

2022

PRINT | ONLINE | VIDEO | SOCIAL MEDIA



ABOUT US

TRC is managed and founded by experienced PR and Media professionals with proven capability. Our approach is based on understanding clients' businesses and their objectives, translating them into communication objectives and a strategic comprehensive plan for implementation. We offer flexible programmes to cater to clients needs, be it to build credibility, increase awareness or establish reputation. TRC's team is committed to delivering result-oriented communication solutions through tried and tested processes. Media relations is one of our strengths as is content creation and social media. We are able to provide insights and guidance due to many years of experience in diverse industries and verticals.