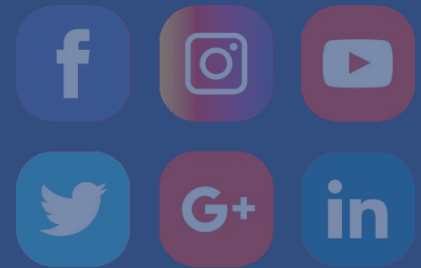


CASE STUDY

RISE

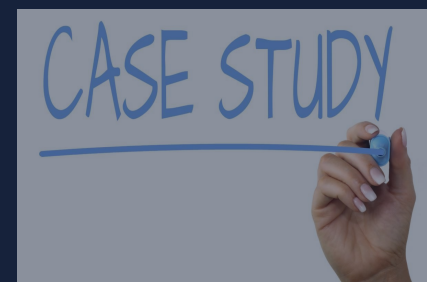
OVERVIEW

The SAMENA Council is a significant tri-regional association that operates across 25 countries, representing the interests of over 85 telecom operators and service providers, as well as stakeholders in the broader digital landscape. Through bespoke events, the council engages with regulatory bodies, telecommunications industry members, and companies to foster collaboration and address industry challenges. In 2023, The Revelation Consultancy partnered with the SAMENA Council for the third consecutive year to host RISE, an event held in Riyadh. RISE focused on promoting sustainability in information and communication technology (ICT) and emphasized the importance of collective efforts in achieving digital transformation objectives.



APPROACH

TRC's role 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



6.08M+
Reach



406K+
AEV

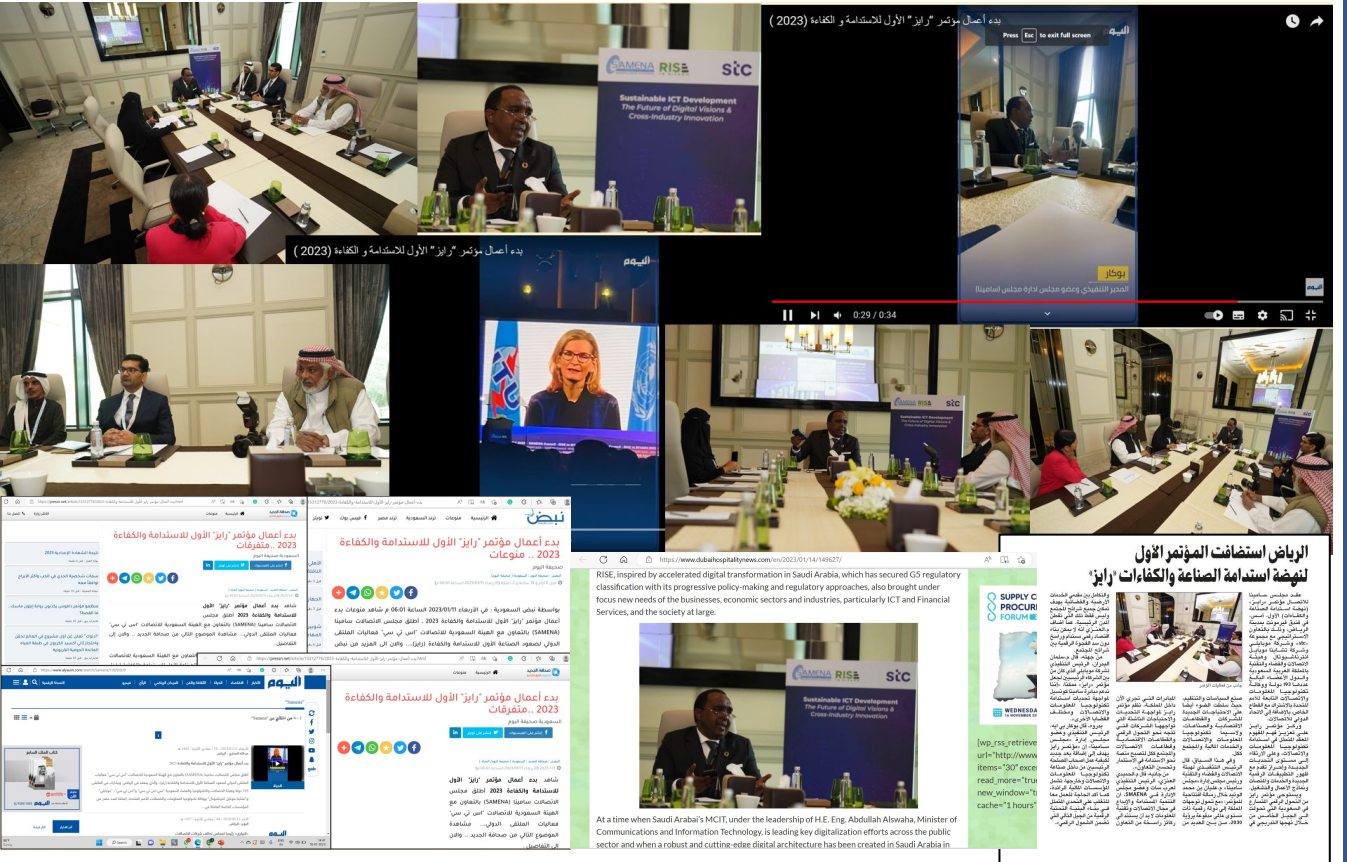
TESTIMONIAL

“ The Revelation Consultancy has supported SAMENA Telecommunications Council’s 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.

RISE PRESS MEET PRE EVENT

PRINT | ONLINE | VIDEO | SOCIAL MEDIA

ONLINE MEDIA COVERAGES



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.