

### Media Relations Services

#### The brief:

The Dubai Property Society, DPS (formerly known as the Dubai Property Group, DPG) was a small non-government aligned association of real estate professionals, brokers, developers and investors. When **THECONTENTIFACTORY** was commissioned to handle the media relations part of the business, DPS had a small membership of 30 entities and its **monthly networking** event was attended by around 25 to 40 people. Our mission was to increase the association's membership and elevate the level and number of participants at its monthly events.

of **new stories and articles** about the association, its mission and vision, followed by interviews with its board of directors and executive director. With this 'air cover' in place, we set out to raise the profile of the networking event by making sure that the issues discussed were relevant to the industry and interesting to the media. **THECONTENTIFACTORY** then undertook a concentrated media outreach program aimed at providing journalists with the information they required to write about DPS.

#### What we did:

The first task was to **raise awareness** about the DPS, its mission and representatives who were leading real estate personalities in Dubai. We ran a series

#### Result:

DPS membership grew from 30 to over 350 entities and the attendance at events grew to between 250 and 300 people over a period of three years.

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entities

