

**The brief:**

'Leaders in Dubai' Business Forum, which took place between 16th and 18th of November 2008, contracted THECONTENTFACTORY to create a pre-and post-event media campaign in both the English and Arabic media in the U.A.E. The plan covered a five-month period starting in July 2008 and ending on November 18th 2008. This included generating media awareness and coverage for the MEBA (Middle East Excellence in Business Awards).

**What we did:**

The first stage of the campaign consisted of setting up a media list of key target channels and educating them on the event and the speakers. The next stage was to

create public interest around the Leaders in Dubai event, which included the creation of fact sheets, features and articles, as well as setting up interviews for the key speakers.

The final stage of the campaign was made up of on-ground support over the three days of the event. This included:

1. The set up and management of a dedicated media room;
2. The on-site management of the media representatives during the speaker sessions;
3. The organization of press conferences with the key speakers (up to 4 per day);
4. The editorial pre-event write up for each day;
5. The distribution of a daily press release;
6. A post-event press release.

**Result:**

The campaign proved hugely successful and generated a large amount of coverage in both the Arabic and English media.

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