



المؤتمر الدولي  
للإعلام العام  
PUBLIC RELATIONS  
WORLD CONGRESS  
[www.prwcDubai.com](http://www.prwcDubai.com)

تحت رعاية صاحب السمو الشيخ محمد بن راشد آل مكتوم نائب رئيس الدولة رئيس مجلس الوزراء حاكم دبي  
Hosted Under the Patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum,  
Vice President and Prime Minister of the UAE and Ruler of Dubai

## SPONSORSHIP

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The Public Relations World Congress arrives for the first time in the dynamic Middle East – a region that in just a few decades has grown its PR sector from almost nothing to a half-billion dollar industry.

Tailored sponsorship opportunities will help you reach out not only to the leading players on the global and regional PR stages, but also to the biggest regional companies and, of course, the multi-national brands seeking to expand or simply gain their first foot-hold in this fascinating and fast-evolving part of the world.

In the wake of the Arab Spring, all eyes are on the Middle East as never before. And, in a region of diverse economies and cultures, where opportunities and challenges abound in equal measures, public relations is increasingly being seen as the most essential component of marketing strategies that must cross not only borders, but also generation gaps and cultural and economic divides.

## About IPRA:

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The International Public Relations Association (IPRA), is the leading global network for public relations professionals. The Association aims to develop open communication and the ethical practice of public relations across the world.

IPRA fulfills this aim through networking opportunities, its codes of conduct and intellectual leadership of the profession. IPRA is the organizer of the Golden World Awards for Excellence – the profession's most prestigious global awards scheme.

With over 50 years of experience, IPRA, recognized by both the United Nations and UNESCO, is now present throughout the world, wherever public relations are practiced.

## About IPRA GC:

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The Gulf Chapter of the International Public Relations Association is a not-for-profit organization and the largest association of Public Relations professionals in the six nations Gulf Cooperation Council (GCC) from both the client and agency sectors. The Chapter operates through active Country Chapters in Saudi Arabia, UAE, Kuwait, Qatar, Bahrain and Oman and is by far the only Association that focuses on the needs of Gulf and Arab Nationals and their professional knowledge and growth requirements.

The Chapter, through an active annual workshop calendar, brings renowned speakers and professionals from within its fold and from the international arena to share best practices with its membership.

## About PRWC Dubai:

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The Public Relations World Congress (PRWC) is a biennial event that brings together global PR professionals to brainstorm on the latest trends and challenges in the communications industry.

The 20th Public Relations World Congress 2012 will be hosted for three days from March 13 - 15 in Dubai, by IPRA-Gulf Chapter (IPRA-GC). This is the first time the prestigious event will be hosted in the Middle East.

The Congress held under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President & Prime Minister of the UAE and Ruler of Dubai i.

Congress Solutions International (CSI), part of Emirates Airlines Group, has been appointed as the event management partner for the event.

More than 500 delegates from across the world are expected to attend the Congress to be held at the Grand Hyatt Hotel, Dubai, which will include several sessions centred on three broad themes: 'Political Change & Public Relations,' 'Restoring Trust: The Media & The Message,' and 'Next Practices: Communications in the Digital Age.'

## **About Public Relations World Congress 2012 (PRWC)**

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The 20th Public Relations World Congress (PRWC) 2012 is a global gathering of the best minds in communications and public relations. It is a biennial event that brings together PR professionals to brainstorm the latest trends and challenges in the communications industry.

The Congress will be held from March 13 to 15, 2012 in Dubai, under the aegis of IPRA-Gulf Chapter (IPRA-GC), for the first time in the Middle East.

The Gulf Chapter of the International Public Relations Association is a not-for-profit organization and the largest association of Public Relations professionals from both the client and agency sectors.

More than 500 delegates from across the world are expected to attend the Congress, which will include several sessions centred on three broad themes: 'Political Change & Public Relations,' 'Restoring Trust: The Media & The Message,' and 'Next Practices: Communications in the Digital Age.'

The event has already received the patronage of the UAE Federal Government and Dubai Government, and Congress Solutions International, part of Emirates Group, has been appointed as the event management partner for the event.

## **Why become a partner of this event?**

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The Public Relations World Congress (PRWC) is an opportunity for public and private sector companies and PR related organisations to show their support and contribute to the improvement and development of the global PR industry.

Partnering with the PRWC represents an ideal commercial and marketing opportunity for brand exposure as well as to showcase your organisation's products, services and expertise amongst industry colleagues and existing or potential clients.

## Reasons to sponsor the Public Relations World Congress Dubai 2012:

Share and promote innovative concepts, technologies, and research relating to public relations with a high-level audience from the communications industry.

- Create awareness and promote your organisation or products to PR industry leaders
- Develop and enhance your own image and profile as a leader in the PR sector
- Form new business relationships and expand your contact network
- Develop long-term relationships within the PR sector
- Network directly with government, corporate, academic and organization leaders
- Demonstrate leadership in your sector and its potential benefits to the PR sector
- Benefit from visibility in formal and informal settings
- Develop enhanced and mutually beneficial working partnerships
- Promote your aims and objectives for development in the field of PR

## Who should sponsor the Public Relations World Congress Dubai 2012?

Sponsors of the Public Relations World Congress include:

- Local, regional and international government departments
- Business leaders in PR
- Organisations with significant corporate PR requirements
- Companies offering public relations services and solutions
- Non-governmental organisations
- Media

## **Media Partner Packages**

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### **Print Media: Barter Arrangement Valued at USD25,000**

The Public Relations World Congress is offering a limited number of targeted barter opportunities to media titles. The specific opportunities will provide real and substantial value in terms of brand recognition and communication opportunities. The returned value to media partners will be maximised as they are limited in number.

Becoming a media partner of the Congress will provide your company with optimal exposure on all marketing material and banners, as well as access to a number of additional benefits that are unique to this package.

### **Suggested media partner barter contribution to the Congress:**

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- 12 press releases (Minimum of 750 words each) during the period of December 1, 2011 till March 15, 2012
- 4 quarter page colour advertisements of the PRWC. The content and artwork will be provided by IPRA. Schedule of advertisements to be mutually agreed.
- Banners on website from Jan 1-March 1, 2012
- Email shot to reader database
- 2 interviews based on a schedule agreed with IPRA
- Prominent media coverage of the Congress
- 2 Special feature article about the Congress

### **As one of the prominent partners, you will get the following benefits:**

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- Recognition as the Media Partner in all collaterals of PRWC congress
- Single page colour advertisement in the PRWC congress brochure
- Exclusive distribution of the paper / magazine amongst the PRWC congress delegates, who are leading communications, marketing and business professionals
- A part of the official Media Centre
- 2 x VIP invitations to attend the full Congress
- 2 x VIP invitations to attend the gala dinner
- 2 x pull-up branding elements at the Media Centre  
(Signage to be provided by sponsor. Design must be approved by IPRA)

## Logo Presence

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- Partner Logo on the list of participants, in the event programme.

## Online Logo Presence

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- Partner Logos on the PRWC website.

## Special Logo Presence

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- Media Centre monitors
- On Congress brochure
- On stage back drop (This may be an electronic presence)
- On all multi-sponsor congress signage

A free 9 square metre display stand will be provided. The sponsor will assume the cost of building / decorating the stand.