

# CASE STUDY

## SAMENA ACCELERATOR

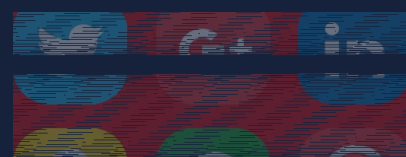
### OVERVIEW

**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.

**SAMENA Accelerator** is an event, which focused on advancing fiberization policies as well as creating momentum on the shift toward IPv6 transition aimed at corroborating the strong need for adopting Fiber and IPv6 innovations, which have emerged over the last two years. TRC has been partnering with SAMENA Council in this event for the past couple of years.

### APPROACH

TRC's mandate over the past three years has been to position the event announcement as a 'top business news story in UAE' and create excitement and a viral buzz. During all these events over the three years TRC undertook a media exercise that addressed the targeted audience. The media universe spanned leading dailies, business and tech publications in English and Arabic along with television, online and print media. Samena Council was introduced at the media conference that was well attended and covered. In the weeks following the launch, post-event press releases supplemented the coverage to achieve the communications 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



## 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.*

*We would once again like to thank The Revelation Team for their outstanding support in making this Event a great success.*

## SAMENA ACCELATOR PRESS MEET

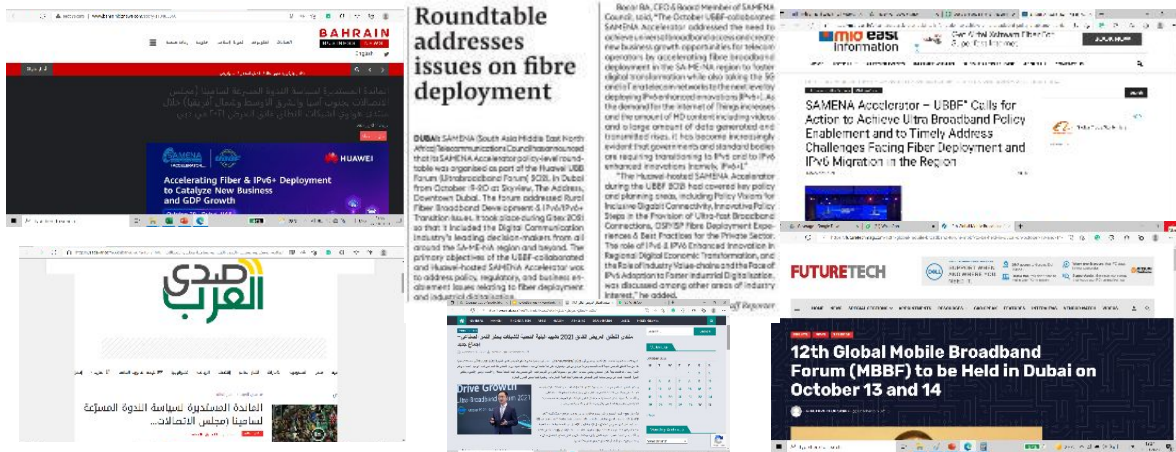
**2021**

PRE-EVENT

EVENT

POST EVENT

PRINT | ONLINE



# ONLINE MEDIA COVERAGES

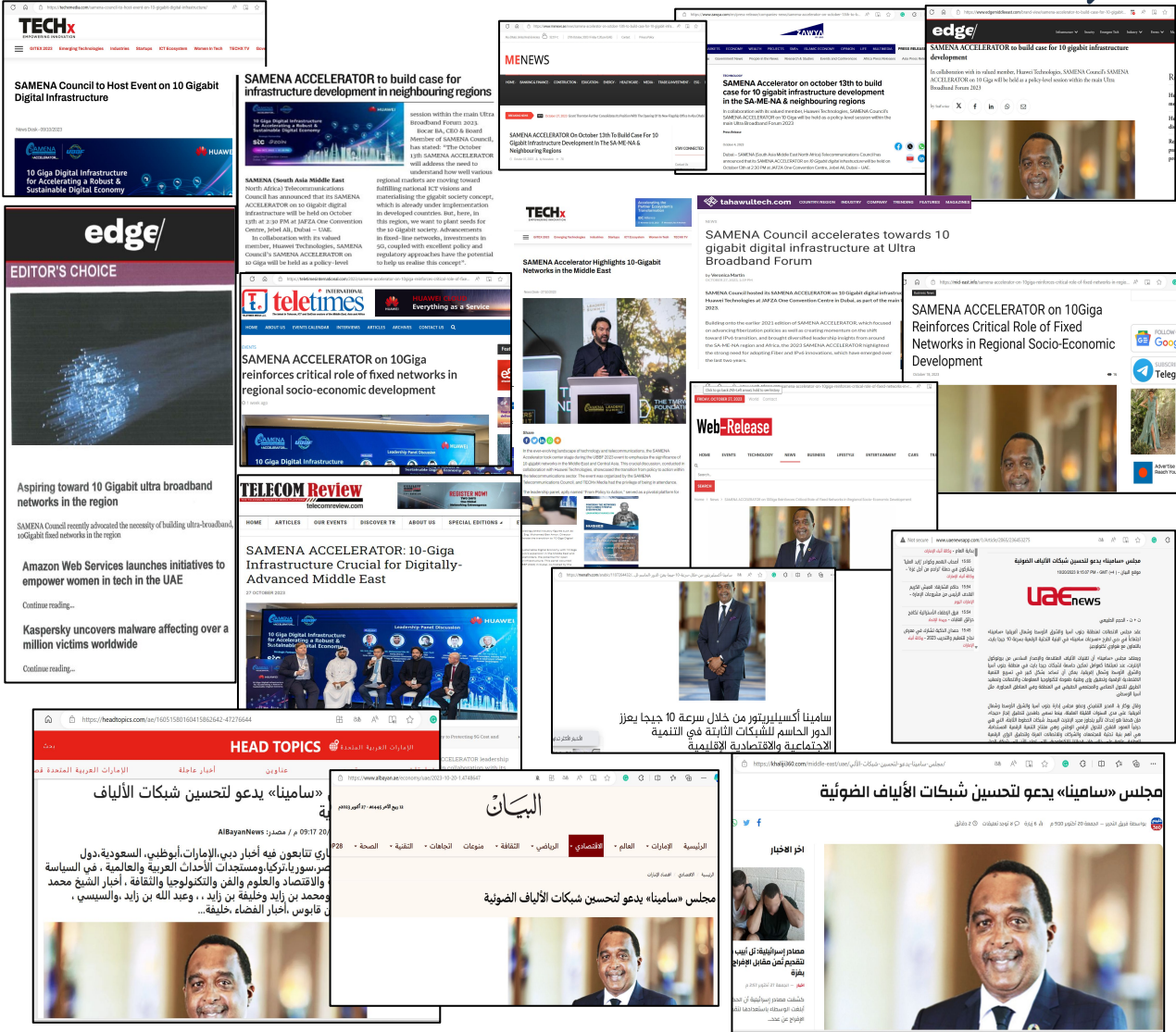
2023

PRE-EVENT

EVENT

POST EVENT

PRINT | ONLINE



## 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.