

Team Leader:

Abdulrahman Abdulmajeed – Reema Alashqar

Client:

KEC

For week:

28 July – 1 Aug 2024

Accomplishments:

Communication: Public Relations

► Meetings:

- Status meeting took place on Monday 29th of July.
- Media company meeting took place Tuesday 30th of July

► Jobs:

- PR
- Client to share PRL brief template and information
 - Client to revert with the selected influencers for the Alalyaa campaign
 - Client to revert with feedback on the revised comms playbook and narrative, and additional insights
 - Corporate Comms Strategy Workshop postponed. New date TBD.
 - Site Visit is confirmed for Tuesday July 16th to visit 3 locations KEC Headquarters, Madina Hub, and a hotel in Medina – agency waiting for the proposal to share with the client.

Advertising

- 2024 Video script – client shared revision on scrip, agency to revise and share back on Monday
- Branded residences – pending client feedback
- Alalyaa launch campaign – agency shared adaptation with client waiting for feedback
- Social media Strategy – Shared with client for feedback
- Corporate profile – Shared with client for feedback
- IWD fence – to be shared Monday
- Alalyaa brochure – shared final Arabic , working on English to be shared on Tuesday
- Alalyaa flyer – Shared with client for feedback
- Hoarding fence – shared print files
- KEC Guidelines – Shared with client for feedback
- Alayaa website – Shared with client for feedback
- Folder design – agency to amend – Shared with client for feedback
- KEC Film – Shared with client for feedback

Concerns:

Levels: **Red** text requires Client action for timely resolution

Orange text requires special action by team to resolve, action plan in place

Green text is anticipated and considered in implementation plan

Action required from	Concern
Corporate Comms Strategy Workshop	Workshop set for July 16 th – Agency/client to align on all requirements and attendees profiles
Invoices	Client to check and confirm list of jobs/delivered, ready to be invoiced – ASAP

Outstanding Jobs/Issues/Projects & Next Steps (planned activities):

Action & Deliverable	Status	Next Steps	Target Date
Public Relations	Agency/Khaled/Rannin to align on Corporate Comms Strategy workshop requirements	Client/Agency	July 9 th
	Client to revert with influencers collabs selection for Al Alaya’a campaign	Client	WC July 7th
	Agency to revert with additional insights on the comms playbook and narrative	Agency	WC July 7th
	Client to fill information/PRL brief template related to Al Alyaa launch announcement	Client	WC July 7th
Events	Agency to hire event management co’s to scout Al Madinah potential locations for Madinah Hub investors event	Agency	Mid-July

<p>Advertising</p>	<ul style="list-style-type: none"> - 2024 Video script – client shared revision on scrip, agency to revise and share back on Monday - Branded residences – pending client feedback - Alalyaa launch campaign – agency shared adaptation with client waiting for feedback - Social media Strategy – Shared with client for feedback - Corporate profile – Shared with client for feedback - IWD fence – to be shared Monday - Alalyaa brochure – shared final Arabic , working on English to be shared on Tuesday - Alalyaa flyer – Shared with client for feedback - Hoarding fence – shared print files - KEC Guidelines – Shared with client for feedback - Alayaa website – Shared with client for feedback - Folder design – agency to amend – Shared with client for feedback - KEC Film – Shared with client for feedback - IWD and Wellness Garden brand strategy and identity creation: in process of creating the startegy - Unipole and billboards design: to be shared Sunday - PPT Design – to be shared Thursday 	
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Meeting, Travel, Special Events:

Activity	Date
Riva Badr – on maternity leave	