



Established in 2009 in the UAE, **Iris Public Relations DMCC** is a Dubai based award winning PR consultancy guided by a passion for communication and a desire to help companies.

Our team of PR consultants have experience advising multi-national, local and regional companies.

More than 120 brands from various industry sectors in the MENA region have benefited from our services so far.

They include Epson, Panasonic, Parmigiano Reggiano, Nezo, Meltwater, IMD business school, GE Healthcare, Ferrari, Ashridge Executive Education, Massachusetts Institute of Technology (MIT), ThyssenKrupp, Dow Jones, Dubai Multi Commodities Centre (DMCC), Sharjah E-Government, Orlane, Pevonia, Glion and Les Roches Hospitality Schools, Belhasa Projects, Pure Gold Jewellers, Oasis Water, and others.

About
Us



About Us

We have supported our clients in the UAE, Qatar, Kuwait, Saudi Arabia, Bahrain, Oman, Lebanon, Egypt, Jordan, Turkey and Sri Lanka. We execute innovative, measurable and strategic PR campaigns with an element of social media outreach programme.

With us you get the best of both worlds - the faster, efficient hands on services of a small size PR agency plus the senior level staff experience of a larger agency! We are dedicated to our client's business; every Iris client receives personal attention.

As a Dubai based Public Relations company with a strong team of bilingual communications consultants who share an in-depth knowledge of how PR works in the Middle East, we are able to provide you unique and effective communication services in the region.



Awards and Recognitions



Our work was featured in PRCA Practice Guide on Reputation Management, 2018. We are also the recipients of Gold at PR World Awards 2017, UAE Business Awards 2017, ACQ5 Global Awards 2016 for Full Service PR Agency - MENA, and TMT Media Awards 2016 for Best Technology PR Agency - MENA. The Agency top management is listed in the PR Week's 2017 and 2016 Global Power Book which recognises the most influential PR professionals from around the world.

What Our Clients Say



“

Iris PR has successfully helped us to reach out to the social media community in the Middle East through blogger outreach programmes and Facebook management and we have a good working relationship with the agency. It was an absolute pleasure working with the team, they are very professional in their dealings and ensures that the project on hand is taken to the very end.

Marysue,
*Marketing & Communications Manager,
Benq Middle East & Africa*

Let me take this opportunity to thank each one of you for all your support, co-operation and hard work during the recently concluded GITEX Technology Week. It was indeed a great show with good media attendance and correct delivery of message.

”

Padma Venu,
*Senior Assistant Manager- PR & Events,
Panasonic Marketing Middle East and Africa*

Thank you for providing excellent PR support for the IMD Business Forum in Dubai. Our professors and clients were impressed by the extent of coverage in English and Arabic newspapers and Television channels. We look forward to a continued partnership with Iris PR in the Middle East.

Alessandro Sofia,
*Head of Corporate Communications,
IMD Business School, Switzerland*

”



I just want to thank you and your team for the excellent cooperation and the good results regarding the execution of our press release in GCC countries and Turkey which has helped to create awareness for our products.

Marlies Happ,
*Brand & Customer Communications,
ThyssenKrupp Elevator AG*



We were impressed with the fantastic support by Iris PR at the Dubai City of Gold Conference. The media turnout was excellent and we were able to raise awareness of the conference to the gold and jewellery trade through the media coverage you obtained.

Swapna Nair,
*General Manager,
Dubai Gold & Jewellery Group*

We have used Iris PR for handling a media tour of our facilities in Dubai. They were very helpful in sourcing the right media, handling the invitation process and securing us the right PR coverage for the event. Iris PR has excellent media contacts in the Middle East region and our staff enjoyed working with the team.

Alessandro Sofia,
*Head of Corporate Communications,
IMD Business School, Switzerland*





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Alessandro Sofia,
*Head of Corporate Communications,
IMD Business School, Switzerland*

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We are very happy with the quality of services from Iris PR. They have helped us to create more visibility for us that has helped us to generate new business.

Greg Garner,
CEO, Belhasa Projects

Iris PR played a great role in creating awareness for Land Art Generator Initiative supported by Masdar for the awards in 2010 and helped us in taking the initiative global.

Elizabeth Monoian,
Principal, Land Art Generator Initiative

”



Public Relations Counsel

At the heart of any communications campaign is identifying what you need to achieve. We start by asking a series of questions around the business case for any given project – what objective does this campaign serve, what business environment does it seek to influence, what is the intended outcome? The answers to these questions form the foundation of our PR strategy.

Having established what we need to achieve, we can then determine the most efficient steps toward that goal. Ultimately, having this strategic framework means that we can ensure every PR tactic relates back to your goals – and that we never lose sight of your objectives, deadlines and budget during a given campaign.

Our Services

GULF NEWS

Khaleej Times

arabian
Business

The
National

EMIRATES
WOMAN

CHANNELme

Media campaigns

During their years of public relations experience and creating successful campaigns, the team at Iris PR has been linked with many of the best-known products, companies and services in the region.

We have an armory of PR tactics in store – from communications to events – that help your communications land on target in virtually every area of business, B2B and consumer media.

الغدوة
بureau of public relations and communication
www.gadwa.com

Saudi Gazette

البيان

dubai eye
103.8

ACN Arabian
Computer News

الاتحاد
CNBC
عربية

Industry specific PR programmes

Our PR programmes take into consideration the unique challenges that businesses from different industries face. Our key focus industries are Corporate, Consumer, Healthcare, Technology and Finance.

Digital PR

We believe in the evolving nature of media especially in the power of social media to reach online communities that are increasingly shaping opinions and perceptions about your brand. We can develop effective social media campaigns to open dialogue with your customers. These include management of Facebook pages, Instagram, Twitter, Youtube, Pinterest, Google+, Blogs and LinkedIn for companies. We also conduct blogger meetings and develop Facebook applications for competitions.





Arabisation

We can translate all your communication collaterals to effectively reach your Arabic speaking audience.

CSR programmes

We advise our clients to take corporate social responsibility seriously, just like we do. We help you to develop unique CSR campaigns that make a difference in the lives of the community you serve.



Crisis Communications

We can help you develop the appropriate strategy for responding to any crisis, large or small. We'll work with you to develop appropriate messages and then help you put a strategy in place. We'll help you identify the best methods to get the word out – web postings, text messages, emails, letters, phone calls, traditional media. And then we'll help you monitor reaction and respond appropriately.

Media Training

Just as media relations are an important aspect of public relations, it is equally important that company spokespeople are trained to handle media interactions. Our intensive media training programme provides theoretical and practical knowledge in facing media confidently, in different situations.





Internal Communications

An effective employee communications campaign can be the vital ingredient that ensures corporate initiatives succeed. Conversely, corporate initiatives that are not backed by internal communications can all too frequently fail for lack of awareness, buy-in or compliance.

At Iris PR, we help you to create the best internal communications plans.



Content Writing Services

The Iris PR team includes senior journalists and independent contributors with expertise in writing, editing and proofreading for just about every type of publication.

Our experience includes:

- Editorial contributions – researching and writing features and articles
- Web content creation and development
- Creative writing for pamphlets, brochures, direct mail
- Newsletter creation for internal/customer updates
- Marketing communication reports and annual reports

Events

Events are an exciting and innovative way to communicate your message. Whether it is a product launch or the announcement of a new service, we can develop and implement creative events to make a powerful impact.



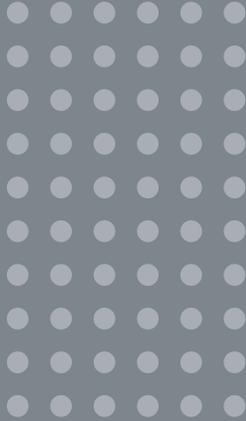
Strategic analysis of business goals

Reach target audience

Develop Strategic Campaign

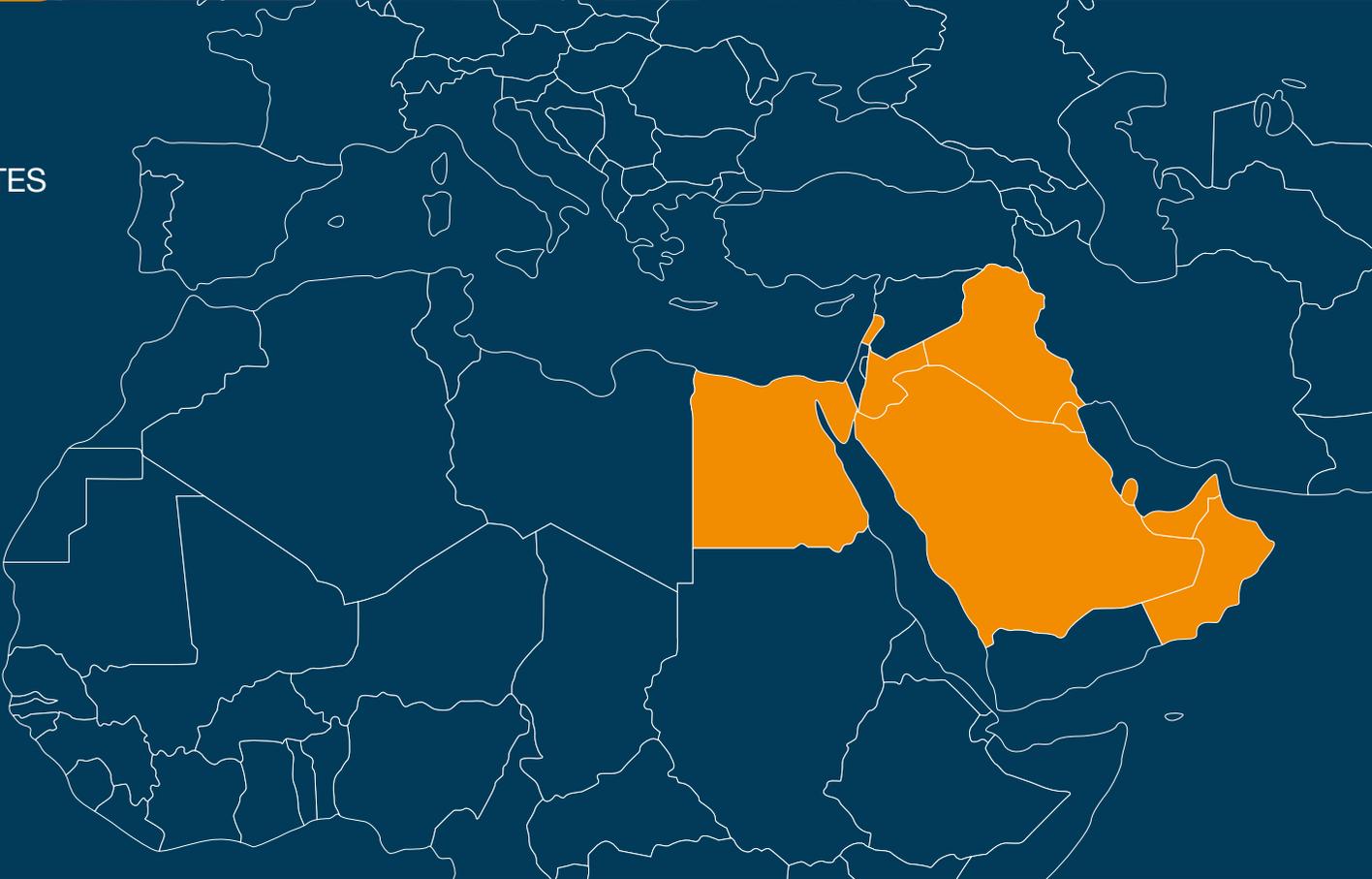
Our Methodology

We take a broader approach to public relations campaigns. In line with current best practice in PR, we begin each campaign with a strategic analysis of clients' business goals. These goals are translated into measurable PR goals. We then develop a strategic campaign that works directly towards these goals. In implementing this campaign, however, Iris PR takes a broader approach, going to the widest possible media audience to reach more of your target audience.

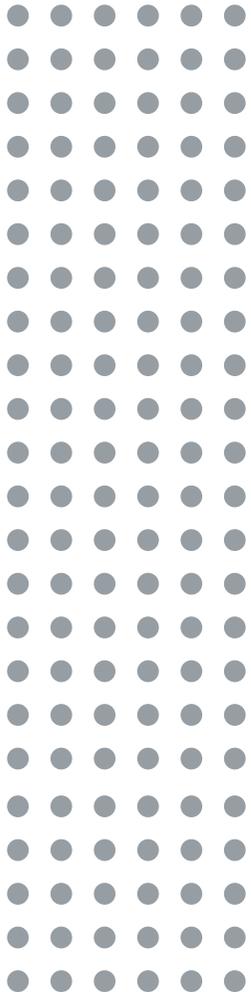


Our Middle East Geographical Reach

- UNITED ARAB EMIRATES
- QATAR
- KUWAIT
- OMAN
- SAUDI ARABIA
- BAHRAIN
- EGYPT
- LEBANON
- JORDAN



Agency Portfolio



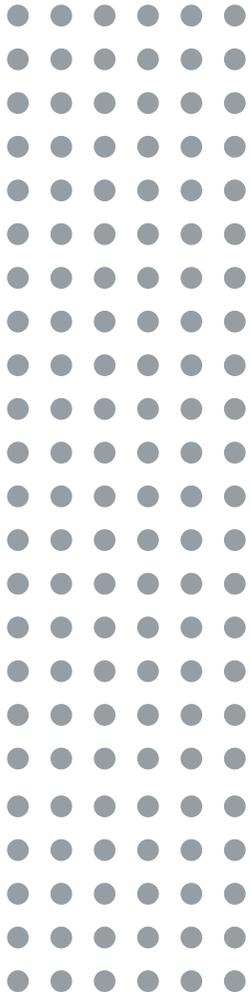
Technology



Education



Agency Portfolio



Construction, Security and Industry



Real Estate



Agency Portfolio

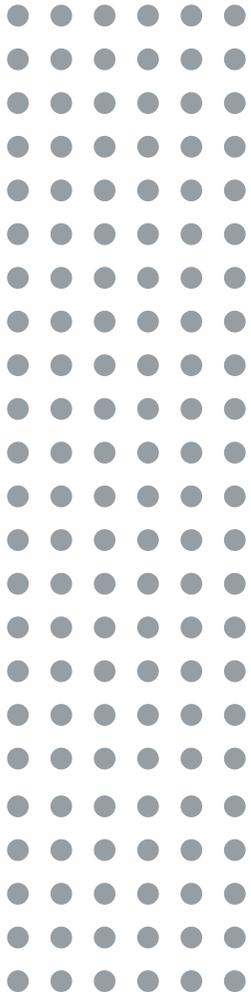
Aviation, Logistics and Energy



Industry Associations



Agency Portfolio



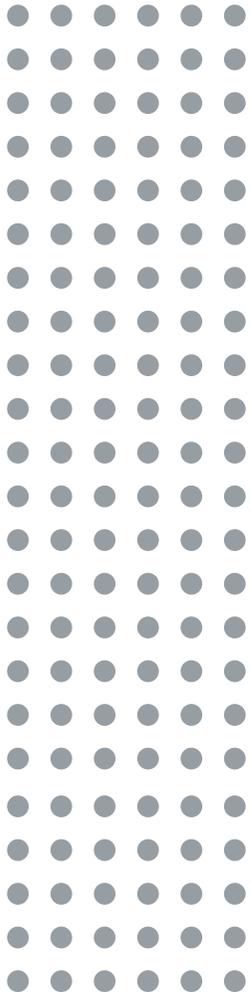
Government



Media and B2B



Agency Portfolio



Consumer Electronics

EPSON

Panasonic

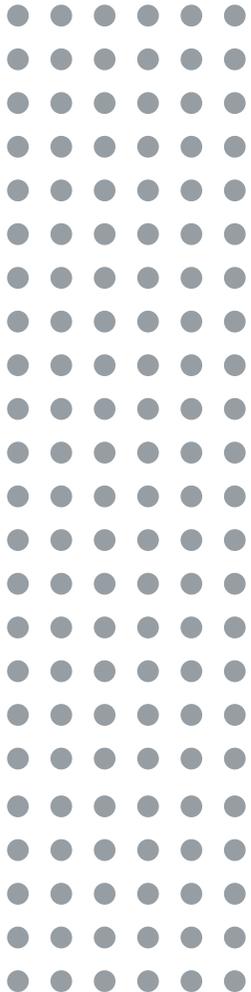


SanDisk

Motoring and Sports



Agency Portfolio



Retail Jewellery & Fashion Brands



Beauty Cosmetic & Fragrance Brands



Agency Portfolio

Tourism, Hospitality & Food sector



Royal Caribbean Cruises Ltd.



BiDiBONDi
LIFE'S A BEACH



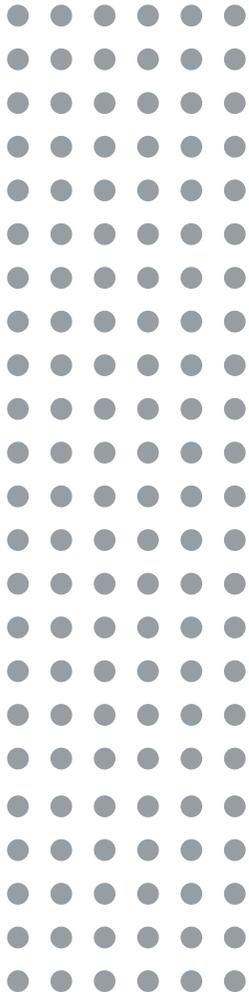
**PARMIGIANO
REGGIANO**



Lamb Weston



Agency Portfolio



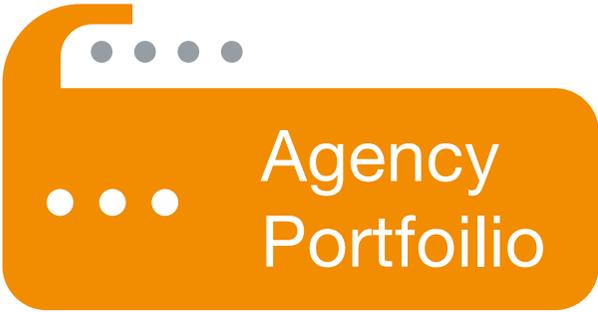
Art & Entertainment

LAND ART
GENERATOR RENEWABLE ENERGY CAN BE BEAUTIFUL

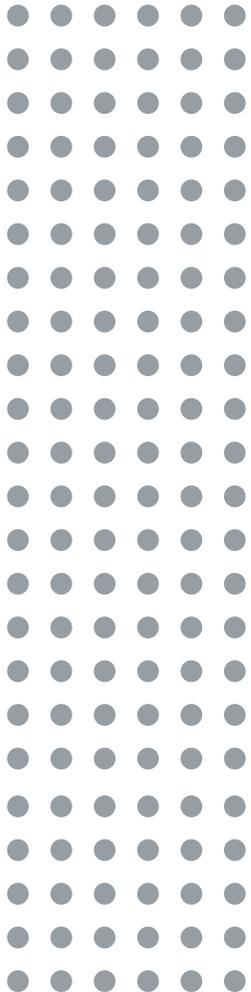


Interiors and Furniture





Agency Portfolio



Healthcare PR

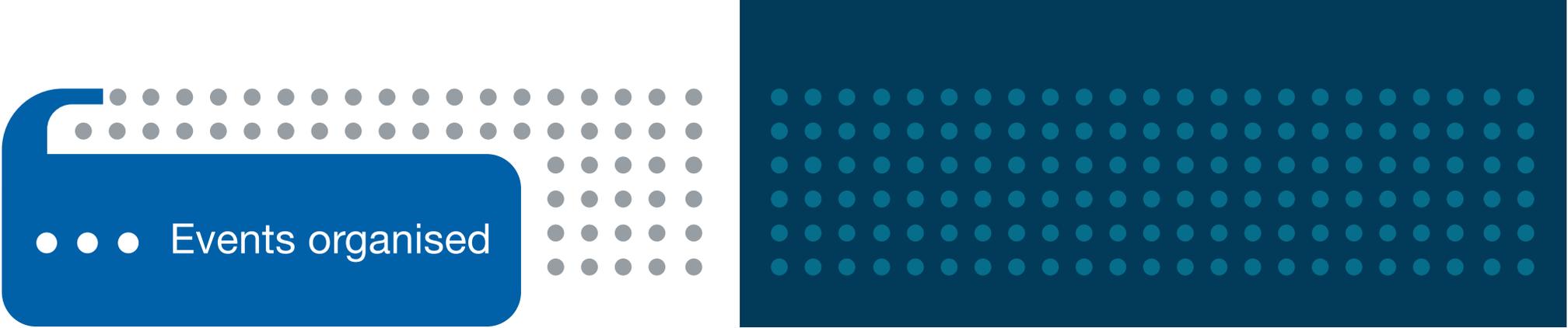


Dabur Health Care



Financial PR





Events organised

IMD Annual Business Forum - Dubai

IMD Annual Business Forum - Cairo

Dubai City of Gold Conference

Tharawat Arab Family Business Forum

Launch of Canadian Fashion Designer Annie Thompson's collection

Opening of Hormann new office

2XL new store launch and CSR programmes

Providing hostesses for various events of Epson, Hormann, Italian Trade Agency

Dhamani Jewellers new jewellery collection launch

Dreamdays 'Dining in the Sky' experience

'Swimfest' swimming competition for school students

'Water for Africa' fund raising event for Oasis Water

Opening of IGI's new office in DMCC

Zayzafoon restaurant opening

Italy at Annual Investment Meet

Launch of i1 Super Series at Yas Marina Circuit, Abu Dhabi

Launch of 'Sink or Swim' a book by Richard Dean, UAE based journalist

Launch of Hormann's new offices in JAFZA

Pevonia new product launch

Arcancel make up event

Orlane new product launch

Events organised

Examples



Orlane Launch



Parmiggiano Reggiano-Live Cooking Show



Dhamani Fashion show



Annual Investment Meeting



Village Capital



Media Dinner at Bvlgari



DJ Ball



Italian Pavilion



Gulf Food Cooking Show



Zayzafoon Restaurant opening



DAFZA & Epson event



Technal Event in Saudi

Digital, Content Production & Influencer relations

Examples ● ● ●

We have provided management of social media channels, Video production, Graphic design, Photography, Product reviews and Influencer relations to clients

BenQ ME

Orlane

Arcancil

Dubai Gold & Jewellery Group

Nezo

Epson

Parmigiano Reggiano

PTV Group

2 XL Furniture and Home Décor,

Belhasa Projects,

Union Bancaire Prive (UBP)

www.irispr.net



Sample Coverage

«إيسون» تكشف عن سلسلة من الطابعات الفنية
الطابعات الفنية للشركات

كشفت شركة إيسون عن طرازين جديدين من الطابعات الفنية الاحترافية، وهما الطراز SureColor SC-T3100X مقاسي 24 بوصة، والطراز SureColor SC-T5400M مقاسي 36 بوصة. ويتميز هذان الطرازان بمسلسلة T-Series الفعالة، ويعني ذلك أن إيسون أصبحت تقدم نطاقاً كاملاً من الطابعات الفنية لتلبية متطلبات الخدمات الاحترافية على مستوى مجموعة من القطاعات.

وقال خليل المدور، مدير العمليات الإقليمية لشركة إيسون الشرق الأوسط والخليج، "طورتنا طابعات فنية تعتمد على زيادة الكفاءة للشركات، وضمنت هذه الطابعات لإثارة الإعجاب سواء كانت تجرى عمليات تصنيع طوحيان لرسومات تخطيطية للتصميمات ومساعدة المهندسين (CAD) أو عمليات طباعة ملفات البيع والقمصان الإلكترونية، وتتيح للمستخدمين إمكانية الطباعة لاستخدامها من أجهزة اللوحية والهواتف الذكية. كما تم إطلاق طرازان EH-LS550B وEH-LS550W إمكانية طباعة المحطات بدقة 14k، وتصمغاً لثباتاً ودواماً".

Loghat Al Asr Magazine

«الصينية العربية».. وثائقيات وثقافات

تطلق القناة الصينية العربية، بالتعاون مع مجموعة فوجيان للإذاعة والتلفزيون، سلسلة الأفلام الوثائقية «وثائقيات الضوء على الأماكن الخفية والتاريخية في مقاطعة فوجيان بالصين، والتي تغطي مختلف الجوانب وفقاً لتغطية القناة الصينية العربية الواسعة والتي لها 22 دولة عربية، يستتاع هذه السلسلة على تعزيز التعاون بين الصين والعالم العربي. وتسلط هذه السلسلة الضوء على تاريخ مقاطعة فوجيان كمنطلق للثقافة الصينية الحجاز واحد طريق واحد، على طول طريق الحرير الصيني القديم وتعد مقاطعة فوجيان واحدة من النقاط المهمة في طريق الحرير الجديد. وستركز الحلقات الأولى على أشهر المآثرات في مقاطعة فوجيان، كما ستستعرض السلسلة أنواع الباشا الصينية المختلفة التي يتم إنتاجها

Al Bayan Newspaper

الطباعة التجارية تنجح في الرقمنة لمواجهة متطلبات السوق

تتجه سوق الطباعة التجارية في المملكة العربية السعودية نحو الرقمنة، وذلك لمواجهة متطلبات السوق المتغيرة. وتعد الطباعة التجارية من القطاعات التي تشهد نمواً ملحوظاً في ظل التحول الرقمي، حيث أصبحت الشركات تعتمد بشكل متزايد على الحلول السحابية والتخزين الإلكتروني للبيانات. وتلعب الطباعة التجارية دوراً حيوياً في دعم هذه العملية، من خلال توفير حلول طباعة عالية الجودة وقابلة للتكامل مع الأنظمة الرقمية.

Al Khaleej Newspaper

المؤشر الفردي للسيارات تكشف النقاب عن صالة عرض فيراري الجديدة في مسقط

أعلنت شركة فيراري عن افتتاح صالة عرضها الجديدة في مسقط، والتي تعد من أحدث وأكبر صالات العرض في المنطقة. صممت الصالة على طراز عصري وفاخر، وتحتضن مجموعة واسعة من أحدث سيارات فيراري، بما في ذلك سيارات السباق الفائقة السرعة. وتعد هذه الصالة عرضاً مثاليًا لمحبي السيارات الفاخرة، حيث توفر بيئة مثالية لتجربة أحدث تقنيات فيراري.

Al shabiba Oman

Expansion Western Digital offers more options for data storage

Data technology company Western Digital Corporation has expanded its portfolio of data-storage devices in Saudi Arabia. These devices will allow consumers to access a wide range of WD and SanDisk brand products. The company aims to position itself as a premier data-technology company for Saudi users.

Khwaja Saifuddin, senior sales director at Western Digital, Middle East, said: "Saudi Arabia has millions of users that access various social media platforms on their mobile devices. They are active in capturing and sharing content with their followers, friends and family. Western Digital and our consumer brands have the right storage solutions for their needs. We offer high-performance, high-capacity and high-quality storage solutions to fit the increasingly digital lifestyles of Saudi consumers. With SanDisk mobile memory products, they can easily free up or expand the space on their phone to store high-resolution media, music or

Arab News KSA

ITALIAN TRADE AGENCY

Commercial Interior Design Magazine

Commercial Interior Design Magazine

This is indeed a very significant milestone: Chairman
Kuwait Internal Auditors Association formally launched

The Kuwait Internal Auditors Association (KIAA) has been formally launched, marking a significant milestone in the professionalization of internal auditing in Kuwait. The association aims to enhance the standards and practices of internal auditors, thereby contributing to the transparency and accountability of organizations. The launch ceremony was attended by industry leaders and government officials, highlighting the importance of this initiative.

Arab Times Newspaper

الغذاء رسوم مرور الشاحنات، يزيد جاذبية الدولة وينعش القطاعات التجارية

تعد إزالة رسوم مرور الشاحنات خطوة مهمة لتعزيز قطاع التجارة في المملكة العربية السعودية. هذا القرار يهدف إلى تخفيف العبء المالي على الشركات التجارية، مما يساهم في زيادة جاذبية الدولة كقاعدة تجارية عالمية. من المتوقع أن يؤدي هذا التغيير إلى نمو ملحوظ في القطاعات التجارية المختلفة، مما يعزز الاقتصاد الوطني.

Al Itihad Newspaper

Sample Coverage



Emarat Al Youm Newspaper



Gulf News Newspaper



Friday Magazine



Al Tijara Magazine KSA



MEP Middle East Magazine



Reseller ME Magazine KSA



UP bar-Hotelier ME



Qatar Tribune Newspaper



WKND Magazine



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