



**INNOVATION-PR**

BE THE CHANGE

# COMPANY PROFILE

2022

[www.innovation-pr.com](http://www.innovation-pr.com)



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## 2022





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# ABOUT US

Innovation PR is a full fledge PR & media consultancy agency that can generate new ideas, to develop creative and innovative ways of implementation and translate strategies into actions, As We have the capacity, knowledge, connections that allows us to work with different clients from different walks fulfilling their needs.



## VISION

Excelling in a constantly changing world and dealing with developments in such dynamic times on a local, regional and international level.

## MISSION

To provide an innovative public relations experience that is tailored for each client.



# OUR SERVICES



**INNOVATION-PR**

BE THE CHANGE

*Events  
Management*

*Government Relations  
Business Relations  
Evaluation System*

*Content Development  
Reputation Management*

*Corporate Social  
Responsibility  
CSR*

*Internal  
Communications*

*Crisis  
Management*

*Media Training  
Media Monitoring  
Media Relations*

# MEDIA TRAINING

Innovation-PR offers customized media training programs for executives, politicians and public figures with an exclusively handpicked team of international/local trainers and PR experts involved in the design and implementation.

Innovation-PR provides media training for clients (corporate/political) presentation, briefing, coaching, messaging and video sessions.





# MEDIA MONITORING

- Monitoring daily, weekly and monthly magazines and newspaper.
- Monitoring the local/regional/global online portals and social media channels.
- TV monitoring available with flexible packages.

# MEDIA RELATIONS

We provide a full-fledged media engagement service including:

- Managing press conferences.
- Briefing – field trips.
- Dealing with local and international media for expanding publicly.
- Site visits – media seasonal communications.
- Arranging interviews.
- Other media events – providing press training programs.



# CONTENT DEVELOPMENT

Innovation PR carefully engaging creative, innovative and information content tailored for each type of client.

CONTENT

CONTENT

# Reputation Management

Innovation PR promotes content that positively accentuates a desired image, ideally representing what our stakeholders and clients think and feel, this is through shaping the public's perception about our client.



# CRISIS MANAGEMENT

Innovation PR develops crisis communication strategy that includes :

- Forming and envisaging possible scenarios and solutions.
- Providing consultancy on key crisis situation messages and publicizing them.

# CORPORATE SOCIAL RESPONSIBILITY CSR

- Establishing a CSR concept & strategy that meets with the client's mission and vision.
- Handling all deals with NGOs regarding CSR projects.
- Designing the implementation plan in order to achieve effective results.
- Coordinating the cross-functional efforts where needed.
- Managing the CSR reporting process, working with business units and communications.
- Attending CSR conferences, participating in CSR activities on the ground, gathering and sharing resources.



# EVENTS MANAGEMENT

We creatively design the printing materials for all types of events, including corporate events, outdoor activities, annual business giveaways, outdoor booths, brochures, roll ups, back drops, catalogues, etc.

## Including:

- Event setup
- Venue booking
- Production
- Invitation
- Organizing event
- Press kits
- Attendance
- Media publicity
- Media registration
- Branding designs
- Giveaways
- Transportation









# GOVERNMENT RELATIONS

- Innovation has solid relations with different levels of management team in Egyptian governmental institutions and ministries.
- We have solid experience and connection helping to improve our client's governmental contacts and relations.
- Our services include setting up meeting, mediating agreements, facilitating sponsorship, securing event participation and attendance, crisis management and more.



# BUSINESS RELATIONS

- Enhancing proper business communications between multiple clients operating at the same sector.
- Facilitating the cooperation channels among our clients in different sectors.
- Providing B2B opportunities to guarantee a win-win relationship among clients.
- Creating case studies that expose the market status and opportunities.
- Establishing ties between various corporations to strengthen the organizations overall performance.

# INTERNAL COMMUNICATIONS

- Developing an ongoing communications channel between employees and management, using tools like newsletters, bulletins, surveys, events, sports, contests and field trips.
- Create out of the box motivational and engagement programs to enhance awareness of company operations.
- Designing and implementing corporate loyalty schemes that help employees realize how their company cares for their well being and enforcing team spirit and job confidence.





# EVALUATION SYSTEM

**Innovation-PR** offers a detailed monthly evaluation report in order to measure work progress/achievements/negative and positive feedback.

- Analysis of monthly coverage.
- Reviewing competitions performance against our clients. (numbers, graphs)
- Highlighting important areas that need be included in planning for the coming month.



**AHMED S. KAMEL**  
CEO Innovation PR

**Ahmed S. Kamel, MB. Bch, M Sc., MRCS, MD**  
**CEO Innovation PR**

- \* Associate Professor of Neurological & Spine Surgery – Faculty of Medicine, Cairo University.
- \* PR Advisor & spokesperson of HE Amre Moussa & representative of his political office.
- \* Member of the board of directors of the Egyptian Ambulance Organization.
- \* Ex PR advisor and spokesperson to the ministry of health and population.
- \* Ex PR & Media Manager for HE President elSisi presidential campaign 2014.
- \* Ex spokesperson of the Egyptian Congress party and founder of their PR office.

**PR Experience**

- \* Strategic development and PR planning for new clients.
- \* Initial client relation development, road mapping and strategic negotiations.
- \* Crisis Management and Reputation management development and control.
- \* Creating creative content for clients.
- \* Support planning for manpower and management of resources.
- \* Heading the digital media unit and leading political PR campaigns and consultancy.



**MAGDA MALEK**  
Managing Director

## Magda Malek, MBA Managing Director

- \* Managing Director & member of the board of directors of Innovation PR
- \* Pilot, EgyptAir, Boeing 777/200/300

### Prior History

- \* Magda enjoyed a dynamic career being one of the few female pilots in Egypt and the first in history of Egypt to fly the Boeing 777/300.
- \* She was elected to be the manager of the media and PR department in the Egyptian Pilots Union (EGYCPS), she started and managed all their media relations, crisis management and activities 2011-2013.
- \* Malek was then the first woman to be elected on the board of directors of the EgyptAir pilot association where she continued to handle media, PR and events 2013-2016.
- \* Magda Malek received her bachelor and Masters Degree in Business administration from Cairo University and the Arab Academy for Maritime transport respectively.
- \* In addition to holding a bachelor of aviation science from EGYPTAIR Civil Aviation Academy.
- \* She received extensive training in developing creative PR campaigns and Crisis Management through her career.



**MOHAMED EL KHATEEB**

Account Executive



**SARA MOHAMMAD**

Graphic Designer



**ESLAM YOUNIS**

Media Relations Manager



**KAREEM SALAH**

Content Writer



**ESRAA MOHAMED**

Account Executive





**MOHAMED ALAA**

Media Monitoring Manager



**HADEER AYMAN**

Media Monitoring Executive



**HANA SABRY**

Media Monitoring Executive



**GEHAD SHAABAN**

Operations Manager



## INNOVATION'S TEAM HAS

a high level of experience in the corporate field due to it's past projects with several local / regional / multinational / national companies working in the Egyptian market.



وزارة الشباب والرياضة  
MINISTRY OF YOUTH AND SPORTS



جامعة القاهرة



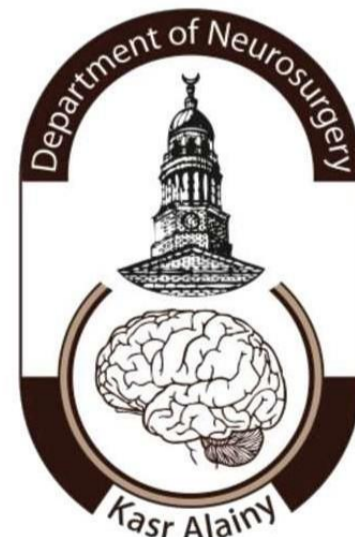
مطار الملكة علياء الدولي



فيرست لاين  
FIRST LINE



الإتحاد الرياضى المصرى  
للإعاقات الذهنية



منتدى السياسات الصحية في الشرق الأوسط وشمال افريقيا  
MIDDLE EAST AND NORTH AFRICA HEALTH POLICY FORUM



## OUR NETWORK



ReMark is a Marketing & Advertising Agency. Our cornerstone foundation is recognized by delivering professional wide range of services that go all the way from Branding to Social media management including Photography & Videography to filming as well as Website development and to last but not least designing creative brand elements like menus, brochures and catalogues.



Muller's is an integrated Marketing and Communications Network. We integrate consultancy and execution to provide marketing and communications services with hands-on ROI that will make you more accessible to your customers, thus expanding your brand and increasing your exposure and potential reach to new customers.





MEAF Relocation designs and optimizes global programs through competitive benchmarking and workforce mobility best practices. A consultative approach to corporate relocation services, tailored to fit your organization's talent management needs. Our deepest concern is to our continuously monitor the way we operate to always hone our ability to respond and address our customers' needs and keeping up to their standards.



THANK  
YOU



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