

## INAUGURAL BEIRUT PUBLIC RELATIONS FORUM TO KICK-OFF ON MAY 28<sup>TH</sup> UNDER THE PATRONAGE OF THE MINISTER OF INFORMATION

**Beirut, May 4, 2009:** Under the patronage of the Minister of Information Dr. Tarek Mitri, the inaugural Beirut Public Relations Forum (BPRF) will be held on the 28<sup>th</sup> of May 2009 at the Phoenicia Intercontinental Hotel in Beirut under the theme “Creating the Strategic Value”. The Forum is organized by Trans-Arabian Creative Communications (TRACCS) in collaboration with the Institute for Media Training & Research at the Lebanese American University.

The Beirut Public Relations Forum is one of the initiatives by TRACCS to fulfill its commitment of building the public relations industry in the region, and fostering and nurturing local talent across different markets. The TRACCS regional network has played a pivotal role in advancing and promoting the public relations industry by continuously developing new tools to enhance the quality of service, in addition to conceiving and administering a series of seminars, conferences and workshops across the region.

The one-day Forum will be conducted in both Arabic and English and will seek to address key strategic issues pertinent to the role of public relations in the business and corporate world as well as reinforce the pivotal and leading role of PR in both private and public sector organizations.

The Forum also aims at highlighting the importance of adopting effective PR strategies for both private and public sector organizations in addition to establishing key criteria to be adopted by future PR conferences. This will provide the region with innovative concepts and processes that are needed to train, up-skill future generations and equip them with the necessary skills and expertise in the field of public relations.

Dr. Tarek Mitri lauded this initiative which aims to enhance the role of public relations in the private and public sector. Dr. Mitri highlighted the importance of the role that communications plays within the corporate framework of both the public and private sectors but more so when addressing and managing crisis situations. Companies must develop systems and procedures to overcome any obstacle with both competency and success.

Dr. Mitri added, “Lebanon’s geographical location which is in the East of the Mediterranean and represents a meeting point between Europe, Asia, and Africa offers unique features and is bound by key challenges. Therefore public relations is an important communications tool for any Lebanese organization with its external audiences as it provides the right communication channels to connect, evaluate its position with its target audiences, and build a strategy on that basis.”

Mohamed Al Ayed, President & CEO, TRACCS said, “One of the key topics to be discussed in the Forum is the increasing interest from heads of large companies and organizations in addressing different key challenges and risks that these companies face in terms of corporate imaging and reputation management. These companies are expected to take into consideration a series of programs that involve social, environmental, and economic issues, all of which will be discussed at the Forum.”

Al Ayed further added, “The Beirut Public Relations Forum aims to set a benchmark for training and imparting the right knowledge and expertise to aspiring public relations professionals. There is an increasing amount of awareness from various corporations across the region on how public relations can create a strategic value by improving corporate image, perception, and assist in building long-term relationships with key stakeholders, and this is exactly what the BPRF will strive to achieve.”

TRACCS currently operates in 14 markets with 15 offices and a team of more than 235 professionals in Jeddah, Riyadh, Dubai, Muscat, Doha, Manama, Kuwait City, Beirut, Amman, Damascus, Cairo, Tehran, Tunis, Algeria, and Casablanca.

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