

## Destination PR and Communications Standard Operating Procedure – In-market Media Events

Date	19 May 2023
Purpose	Outline the step-by-step process for planning, organizing, and hosting in-market media events on behalf of RAKTDA. These events aim to promote and generate positive media coverage for the destination, increasing its visibility and attracting potential visitors.
Scope	<ul style="list-style-type: none"> <li>Overseas PR Agencies</li> <li>RAKTDA Destination PR and Communications Team</li> </ul>

Steps	Task/Process	Instructions and considerations
1	Event Planning – Date and Venue	<p><b>Event Timing</b></p> <p>Choose a suitable date and time based on the following considerations:</p> <ul style="list-style-type: none"> <li>It's generally more effective to combine media events with DTD roadshow or events.</li> <li>Media event is scheduled based on spokesperson availability – Raki Phillips or Iyad Rasbey.</li> <li>Time of the event to take into account attendees preference and availability to ensure the highest turnout – media breakfast, lunch, after work cocktail, dinner.</li> </ul> <p><b>Event Venue</b></p> <p>Create a list of suitable venues that align with the event objectives and provides adequate facilities for presentations, networking, and media interactions based on the following considerations</p> <ul style="list-style-type: none"> <li>The venues must be trendy or iconic.</li> <li>The same venue can used for a combined event with DTD – i.e. media lunch followed by trade dinner in the same venue</li> <li>If the venue can't be combined, consider the following: <ul style="list-style-type: none"> <li>Location – easy for media to get to</li> <li>Possibility for privatization of the venue</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ Atmosphere – natural light, airy</li> <li>○ Set-up possibilities (Long table, theatre seating, reception)</li> <li>○ Availability of projector/large TV screen and AV</li> <li>○ Menu – considering dietary requirements of attendees</li> <li>● Three quotations are required for venue selection</li> <li>● Select an appropriate venue with RAKTDA's PR team based on event requirements and anticipated attendance.</li> </ul>
2	Media Invitation	<ul style="list-style-type: none"> <li>● Identify relevant media outlets, journalists, influencers, and bloggers who have a strong presence in the target market and are likely to generate significant coverage.</li> <li>● Share the list of media for approval from RAKTDA's PR and Communications Team</li> <li>● Design personalized invitations highlighting the event's unique value proposition.</li> <li>● Send invitations via email, ensuring follow-up communication and RSVP tracking.</li> </ul>
3	Equipment and Décor	<ul style="list-style-type: none"> <li>● Arrange for necessary equipment, audio-visual aids and signage, if not provided by the venue.</li> <li>● Arrange for flowers and easels for branding materials required for the event.</li> </ul>
4	Videography	Hire a suitable videographer to produce a 1 minute event video as per the videography guidelines of RAKTDA
5	Media Gifts	Check the possibility of sourcing unique gifts from a supplier within the market of the event. If suitable are not available, coordinate the shipping of gifts from Ras Al Khaimah with RAKTDA's PR team if time permits. Gifts to be brought by RAKTDA's team for small events with.
6	Event Agenda and Briefing	<ul style="list-style-type: none"> <li>● Create a detailed agenda outlining the event's schedule, including presentation, interviews, dinner, and any planned activities.</li> <li>● Prepare a briefing document at least 4 days prior to the event with the profiles and photos of all media attendees and interview requests including the interviews questions from the media if possible.</li> <li>● Share the event agenda and briefing document with RAKTDA's PR team prior to the event.</li> </ul>
7	Seating Arrangement	<ul style="list-style-type: none"> <li>● Assign seats with place cards if the event has over 10 attendees.</li> <li>● Spokesperson should be assigned a seat next to the most important/relevant media.</li> </ul>

8	Invoicing and Payment	Overseas PR agency to advise on payment terms of approved quotation for issuance of Purchase Order. PR agency to handle all payments in market, and invoice RAKTDA post-event with a detailed description and supporting documents for all expenses.  If any advance payments are required, PR agency to inform RAKTDA's PR Team the required date of the payment to be arranged accordingly.
9	Post-event Reporting	Prepare a comprehensive report highlighting the event's outcomes, media coverage, key learnings, and recommendations for future media events. Share this report with relevant stakeholders at RAKTDA.