noise sal

PR FIRM

NOISE is a leading independent Lebanese PR Firm specialized in Public Relations, Media Relations, as well as events conception, production, and full management. The company also offers services in the fields of public affairs, lobbying, crisis communications, content management, copywriting, editorial services, media monitoring, E-reputation, and community management.

Established in 2013, the Firm counts today 16 seasoned PR experts, managing the operations of a portfolio of approximately 60 leading Lebanese and international accounts, including top-notch energy, defense, political, governmental, non-governmental, F&B, educational, diplomatic, and corporate actors. Our PR and events experts have led endless operations in Lebanon and abroad, and covered accounts and services in numerous countries including France, Russia, Switzerland, Egypt, the GCC countries (mainly KSA, Qatar, Bahrein, and the UAE), Turkey, China, and Cyprus. In its portfolio, Noise is proud to have offered its services to some of the most prominent and prestigious clients and brands in the world, including YouTube, Microsoft, Cigna, Global Blue, Karadeniz Holding, Bacardi Group including Dewar's and Grey Goose, the Lebanese Diaspora Energy (LDE), Everteam, the Lebanese Reforestation Initiative (LRI), Red Bull, Rotary Club, the City of Beirut, USEK, Abela Frères, Careem, and many others.

Moreover, Noise has managed to successfully impose itself as one of the most respected and solicited PR actors in Lebanon and the region with a multi-million US dollars turnover. In this regard, the Firm has been selected by the communication magazine Silicon India to figure on its list of the 10 most promising PR agencies in the Middle East.

In 2018, after the agency had reinforced its presence in Lebanon, it adopted an international expansion strategy. It has created an operational platform in Yerevan - Armenia, catering to the needs of the Armenian and Caucasus markets. Moreover, it has operational presence in Egypt and Tunisia, and is working on launching operations soon in France and the GCC.

Noise PR Firm

recognized by siliconindia MIDDLE EAST *Magazine as*

siliconindia MIDDLE EAST
COMPANY OF THE YEAR 2019

PR Agencies

'Company of the Year', an annual recognition that not only showcases the grandeur of companies showing exceptional caliber in their products/services, but also recognizes businesses disrupting the market trends.

Anamika Sahu
Managing Editor

LOTS OF NOISE IN SILENCE

MEDIA INTELLIGENCE

MEDIA RELATIONS

EVENTS MANAGEMENT

PUBLIC AFFAIRS & LOBBYING

COPYWRITING & EDITORIAL SERVICES

CYBERSECURITY

CRISIS COMMUNICATIONS

INTERNATIONAL VISIBILITY

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WHAT IS noise?

By definition, “noise” is a sound that is loud or unexpected, a persistent disturbance. As the name implies it, NOISE SAL is a young PR Firm whose main promise is to create “noise” around its clients’ brands and stories through events management, PR, and Media Relations. The company also offers services and consultancy in the fields of public affairs, lobbying, crisis communication, copywriting, and editorial services. Our strategies and actions bring positive change to our clients’ communications, through a dedicated team responsible for the study, implementation, and control of highly professional quality services, including:

- Communication Consultancy.
- Public Relations.
- Media Relations.
- Events Management.
- Copywriting and Editorial Services.
- Public Affairs and Lobbying.
- Crisis Communication.
- Corporate Communication.
- Financial Communication.
- Media Planning and Booking.
- Creation.

MISSION

Our name says it all! At NOISE, we get as loud as we can to pave the way for your brands and corporations, through impeccable events creation as well as PR and Media Relations actions. Our promise is to constantly break the ordinary pattern with noisy disruption, as we do not settle for a simple “get noticed”; our motto is “Lots of noise in silence”.

VISION

NOISE strives to be recognized as one of the most effective communication firms in the Middle East. We are determined to provide our clients with the business results they seek. Our firm is the ideal business partner for corporations, organizations, public institutions, and brands eager to manage their communication in a particularly effective way.

SERVICES

As an integrated PR firm, Noise provides its clients with a complete range of PR services and marcom solutions, thus ensuring a solid reach out for their messages to their intended target audiences.

COMMUNICATIONS CONSULTANCY

- GENERAL CONSULTANCY
- STRATEGIC PLANNING

COPYWRITING AND EDITORIAL SERVICES

- ORIGINAL CONTENT DEVELOPMENT
- EDITORIAL SERVICES
- EDITORIAL METHODOLOGY

CORPORATE COMMUNICATIONS

- ANNUAL REPORTS
- BROCHURES
- WEBSITE CONTENT
- PRESS RELEASES
- NEWSLETTERS AND MAGAZINES
- AUDIOVISUAL MATERIALS
- SPEECHES AND PRESENTATIONS

MEDIA INTELLIGENCE

- MEDIA ANALYSIS
- MEDIA ASSESMENT
- MEDIA REPORTING
- MEDIA COVERAGE EVALUATION

MEDIA RELATIONS

- MEDIA CONSULTANCY
- MEDIA ACTIONS
- PERSONALIZED MONITORING
- MONITORING REPORTS
- RELATIONS WITH JOURNALISTS
- PRESS OFFICE
- MEDIA CLUB

PUBLIC AFFAIRS AND LOBBYING

- STRATEGIC CONSULTANCY
- MONITORING
- INFLUENCE MAPPING
- CONSULTANCY AND STRATEGIC THINKING
- INTERVENTIONS
- NETWORK CONSTRUCTION
- LOBBYING ACTIONS
- SPECIFIC COPYWRITING

CREATION

- ATL SERVICES
- BTL SERVICES
- IDENTITY CREATION
- GRAPHIC DESIGN
- NAMING CONSULTANCY
- BRANDING CONSULTANCY
- CAMPAIGNS MANAGEMENT

EVENTS MANAGEMENT

- EVENTS DESIGN
- STUDY AND ANALYSIS
- STRATEGIC CONSULTANCY
- CONCEPT CREATION
- EVENT COMPLETE SET-UP
- EVENT PROGRESS MONITORING

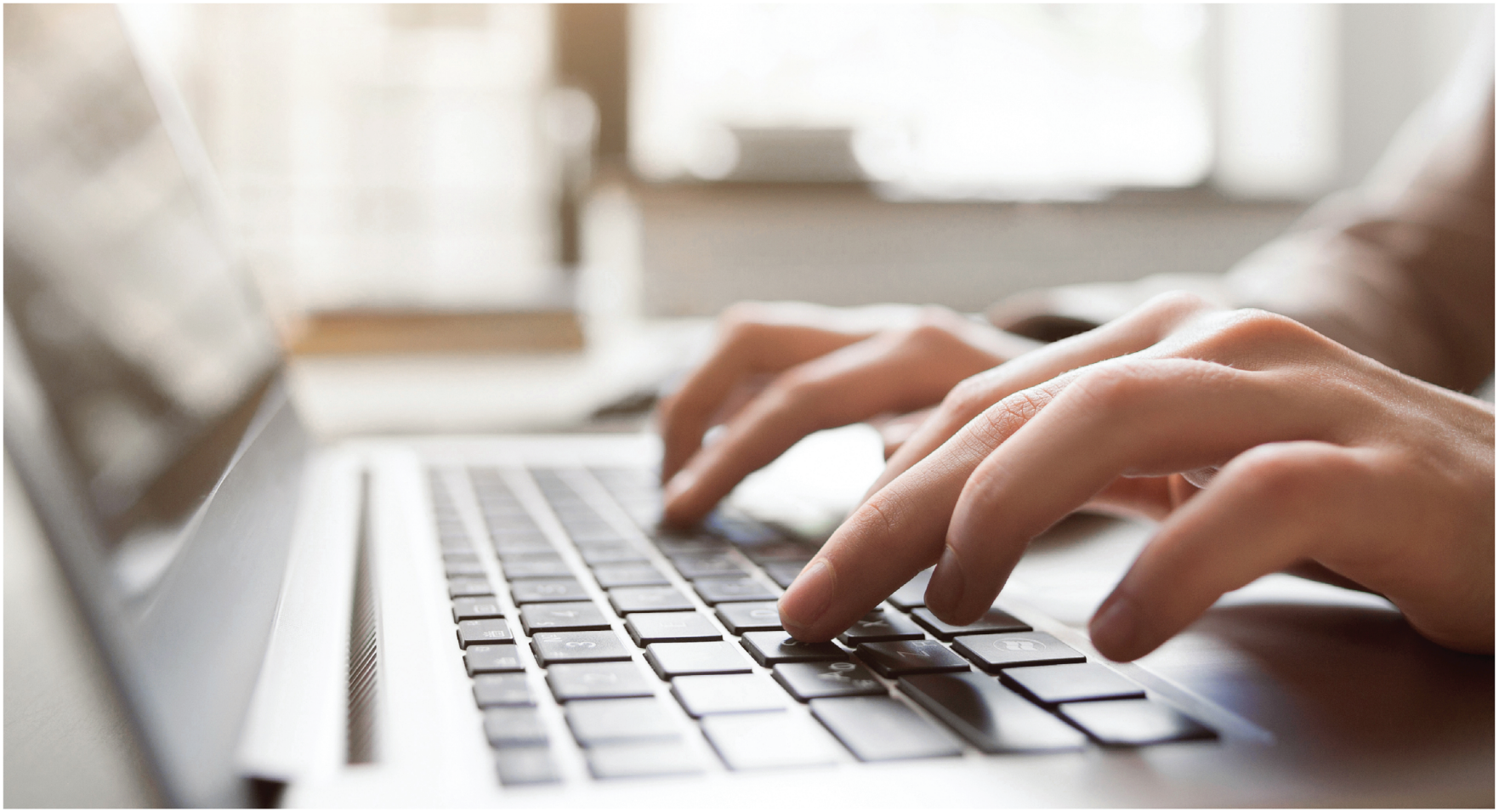
CRISIS COMMUNICATION

- CRISIS MANAGEMENT

ACTIVATION & STREET MARKETING

INTERNATIONAL VISIBILITY

CYBERSECURITY



GET NOISE FOR POWERFUL MESSAGING

COPYWRITING &EDITORIAL SERVICES

MAKE RESOUNDING NOISE FROM YOUR EVENTS

EVENTS MANAGEMENT

GET NOISE TO HEAR AND ANALYSE FOR YOU

MEDIA INTELLIGENCE

GET NOISE THROUGH OUR MEDIA RELATIONS TEAM

MEDIA RELATIONS

SUCCESSFULLY MANAGE CRISIS WITH NOISE

CRISIS COMMUNICATION

CYBERSECURITY

Through an alliance with a leading US cybersecurity firm, led by electronic warfare veterans, Noise can help clients and brands secure their networks and data by designing and implementing tailor-made client-specific cybersecurity strategies and actions.

INTERNATIONAL VISIBILITY

Noise has a secured access to several leading PR offices around the globe, allowing the Firm to offer services in several markets including the US, Europe, Latin America, China, and the Arab world. This reach is ensured through a strategic alliance with a leading US Washington DC-based PR Firm with which it is capable of handling international visibility problematic issues. This alliance allows the Firm to offer its services internationally, especially in terms of media visibility as well as events planning and management, while widening the reach of Lebanese and regional clients to the whole world. This allows it to be the only Firm in Lebanon capable of securing media visibility for its clients in the most prestigious media outlets in the USA, the UK, France, and other markets, in addition to providing them with key presence in the most reputable events worldwide.

OUR PR SYSTEM

MONITORING

| Media Monitoring
| Newspapers
| Magazines
| TV
| Online
| Websites
|Social Media

STRATEGY

| PR Consultancy & Advisory
| Media Consultancy
| PR Strategies Elaboration

CRISIS MANAGEMENT

| Strategy Elaboration
| Strategy Execution
| Action Implementation

CONTENT CREATION

Editorial Strategy
| Content Advisory
| Content Strategies
| Stories Developments
| Editorial Calendars

Copywriting & Editorial Services
| PRLs Writing
| PRLs Translations
| Q and As Developments
| Stories Writing
| Supportive Documents

EVENTS

| Events Conception & Ideas
| Full Events Architecture Proposals
| A-to-Z Production & Management

MEDIA RELATIONS & COVERAGE

Media Clubs
| Networking
| Advocacy & Lobbying
| Media Relations & Loyalty Programs

Media Events
| Press Conferences Organizations
| Media Gatherings Organizations
| Media Trips Organizations
| Media Invitations & Lobbying
| Media Kits
| Media Coverage & Book

Media Placements
| PRLs Dispatch
| Articles Placement
| Interviews
| Direct & Indirect Stories

Press Office

COMMUNICATION CONSULTANCY

The management of the image of a brand and/or institution requires a conclusive communication strategy. At Noise, we understand that the quality of the information transmitted to the media and audiences is a key asset, so we make sure to provide you with the right tools and guidance for an optimal corporate communication.

- **General Consultancy**
  - Assessment of the needs in terms of communication of all types: corporate, advertising, PR, and media.
  - Evaluation, strategy development, and recommendations.
  - Market research and benchmarking.
  - Audit of perception and awareness.
  - Opinion and trend surveys.
  - Market and competition analysis.
  - Brand positioning analysis.
  - Identification of the objectives, messages, and targets.
  - Development of strategic recommendations based on the studies and analyses.

- **Strategic Planning**
  - Analysis of existing communication.
  - Creation of communication strategies based on the environment and existing communication analyses.
  - Positioning development.
  - Creation of brand territory.
  - Communication budget audit.
  - Evaluation of innovation possibilities.
  - Study and analysis of the communication challenges.
  - Image audit.
  - Risk detection.
  - Evaluation of communication opportunities.

MEDIA RELATIONS

In the media world, it's not only what you know but also, and most importantly, whom you know. Noise leverages its extensive network of contacts to guarantee you high profile coverage across all types of media (press, audio-visual, and digital). Our unique know-how in terms of Media Relations allows us to shape the ideal media strategy that leads you to the right destination.

- **Media Consultancy**
  - Assessment of the needs in terms of media targets.
  - Assessment of the needs in terms of media presence, visibility, reach, and frequency.
  - Identification of the opinion leaders.
  - Recommendations of the action plan to set up in order to target the influent people and media.
  - Evaluation, media strategies development, and recommendations.

- **Media Actions**
  - **Continuous press relations:** Monitoring of the editorial calendars; construction of subjects adapted to each type of media; personal meetings with the journalists; etc.
  - **Copywriting services:** Writing and editing of press releases in 3 languages (Arabic, English, and French).
  - **Full press operations setup:** Organization of « one-to-one » interviews; organization of press conferences; crowd mobilization; etc.

- **Personalized Monitoring**
  - **Preparation of action reports:** Analysis of the press actions benefits; results measurement.
  - **Media training of company executives:** Guidance throughout the strategy communication; adapting a speech to each type of media; adapting speeches to each type of audience or situation; captivating an audience; preparing for public speeches and interviews.

Press Office

NOISE can mount specific press offices for its clients, and deliver the following services:

- Assigning (a) spokesperson(s) for the company and developing relevant biographies.
- Producing factsheets and brochures.
- Content preparation and adaptation of press releases.
- Drafting and distribution of key messages, as well as briefing notes (in 3 languages).
- Establishing and identifying media lists of prime targets.
- Setting up action plans, while deciding how and when to scale messages.
- Initiating conference calls with the clients for consultation.
- Management of media engagement.

MEDIA INTELLIGENCE

- **Monitoring Reports**
  - Daily press clippings are done through scanning and data transmission by daily emails to clients.
  - Upon the firm's recommendations and specific criteria, our media monitoring establishes a quantitative and/or qualitative analysis of the media coverage results.

EVENTS MANAGEMENT

Whether reaching out to internal audiences, the general public, a marketplace, or the media, NOISE employs its deep knowledge of key contacts and environment challenges, offering its clients undeniable expertise, top-notch services, and effective solutions for their events requirements.=

- **Events Managed**
  - Conventions.
  - Seminars.
  - Product launches.
  - Exhibitions.
  - Roadshows.
  - Gala dinners.
  - Press conferences.
  - Sites inaugurations.
  - Etc.
- **Events Design**
  - Theming.
  - Venue proposals.
  - Planning.
  - Catering consulting.
  - Image design.
  - Set design.
  - Lighting design.
  - Floral design.
  - Sound design.
  - Costume design.
- **Study and Analysis**
  - Market and competition analysis.
  - Brand positioning analysis.
  - Definition of the objectives, messages, targets, etc.

Strategic Consultancy

- Development of recommendations based on the conducted studies and analyses.

Concept Creation

- Development of creative concepts in accordance with the target.
- Adaptation of these creative concepts as per the set deadlines and budget.

Event Complete Setup

- Checking the venue and contacting the suppliers.
- Managing the overall logistics with meeting the deadlines and budget.
- Providing operators and hotline services for information and attendance confirmation.
- Setting up the decoration and furniture.
- Providing master of ceremony as well as hosting, catering, and valet parking services.
- Providing photography and videography services.

Event Progress Monitoring

- **Logistics**

From its large database of event venues, NOISE selects 2 to 3 venues in accordance with the primary selection criteria:

- Availability.
- Accommodation capacity.
- Style consistency with the chosen theme.

After several visits, the preselected venues undergo the client's approval. The venue is to be booked no later than one month prior to the event.

- **Scenography**

  Upon the approval, our events team coordinates the enhancement and staging of the venue and the overall event: branding and decoration, catering, signage, animation, sound and lighting, etc.

- **Database**

  In addition to an efficient reporters' database, our agency owns a VIP database including renowned key persons, decision makers, and opinion leaders, in the fields of politics, sports, arts, culture, media, and more. The sending of the invites is followed by reminders by phone and emails, as well as an update of the invitees' attendance.

- **Reception**

  Noise conceives a two-stage reception: hostesses to welcome the attendees, and the agency's consultants to correlate with the reporters and executives.

- **Interviews**

  Noise takes advantage of these events to arrange one-to-one meetings between the executives and the reporters.

- **Follow-up Press Book**

  Following the event, the invited reporters with excused absences or who did not answer the invitation will automatically receive the press kits issued at the end of the event. A systematic reminder allows to assess the satisfaction's degree of the reporters and to complete the information.

COPYWRITING AND EDITORIAL SERVICES

The efficiency of a given communication depends not only on the strategy's adequacy, but also on the quality of the transmission and thus reception of the elaborated messages. For an optimization of your communication, NOISE develops the message according to each target, situation, and media format. From simple press releases and brochures, to complex interviews and speeches, we put at your service an impeccable knowledge and know-how in 3 languages: Arabic, English, French, Spanish and Chinese.

Original Content Development

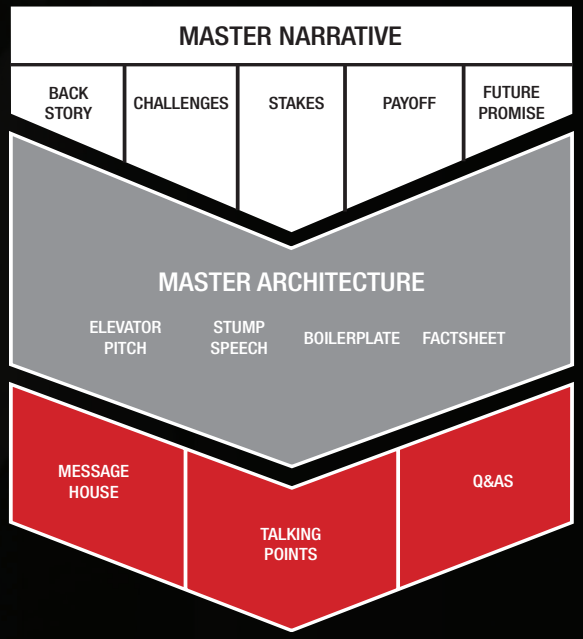
- Elevator pitch: A short (50-75 words) narrative that channels the most compelling element of a company's story.
- Stump speech: a one-page (250-350 words) that gives dimension to a company's current defining story.
- Message architecture: three to five message platforms supported by proof-points (the "reasons to believe" in a company's story) organised as a quick reference guide.
- Multi-channel content: the content and focus (including audio visual and images) that are reflected in the company's annual report, corporate website, external and employee communication, and corporate advertising.
- Playbook: guide to engaging dialogue around core questions (easiest and toughest) and for setting the agenda in every interaction.
- Media storylines: A cadence of headlines that map the master narrative over time.

Editorial Services

- Writing and editing of media kits.
- Writing of press releases in 3 languages (Arabic, English, and French).
- Writing and placement of events elements.
- Validation of all agency documents.

Editorial Methodology

- After a careful understanding of the client's expectations as per the products and services, and a sharp analysis of the objectives, NOISE editorial team proceeds with the writing process.
- Specific consultants are in charge of the interviews in case the company executives or other persons should be given prominence.
- A primary version is handed to the client. In case the content or spirit does not suit the client, a second editorial team, immediately responsive, would propose another approach.
- Our collaborators work closely with the client's management and the adjustments while paying particular attention to the manufacturing deadlines.
- A proofreading service validates all agency documents.



PUBLIC AFFAIRS AND LOBBYING

Knowing whom to contact, on what subject, and at what time, is essential to be able to act among influential networks. Therefore, it is of utmost importance for any company to develop strategies and lead actions not only among the business leaders, but also public authorities, political decision makers, the associative world, NGOs, university students, etc. NOISE puts at your service collective wisdom and deep knowledge of key contact persons as well as legislative, political, and media issues. We intervene in corporate relations, lobbying, and relays strategy:

- **Strategic consultancy** in public affairs and lobbying.
- **Monitoring:** Legislative, political, regulatory, and media monitoring.
- **Influence mapping:** Analysis of the existing network; identification of opinion leaders; recommendation of the action plans to set up in order to target the influential people and media.
- **Consultancy and strategic thinking:** Audit of perception and awareness; opinion and trend surveys; market and competition analysis; identification of media risks and sensitive situations.
- **Interventions:** Ally development and influencer engagement; digital and social advocacy; coalition building; opinion research; issues advertising; issues and crises management; communication training.
- **Network construction:** Contact plan with the public actors and opinion leaders; construction of formal and informal coalitions; identification and mobilization of experts and opinion leaders; consultancy for sponsoring or patronage actions.
- **Lobbying actions:** Legislative and regulatory lobbying.
- **Specific copywriting:** Writing and editing of "White Papers" and "Position Papers", etc.

CRISIS COMMUNICATION

This type of communication is highly sensitive and requires the implementation of an appropriate communication strategy for the various concerned audiences. NOISE has developed tools and procedures that are indispensable for the prevention and management of all critical situations to which its clients may be exposed, ensuring them the reactivity and expertise of dedicated consultants throughout the entire crisis period.

- **Crises Handled**
  - Media and political.
  - Social.
  - Financial.
  - Technological, industrial, and logistic.
  - Sanitary and environmental.
  - Legal and regulatory.

- **Crisis Management**
  - Crisis prevention: Media monitoring; risk auditing; crisis handbook and simulations.
  - Crisis control: Crisis assessment and mitigation; strategic counsel and on-site crisis management support; reputation threat assessments.
  - Post-crisis: Results and image reconstruction strategy.

CORPORATE COMMUNICATION

Corporate communication allow to deliver key messages, present facts, raise awareness, mobilize energy, and motivate action. NOISE provides its clients with communication materials to reach and influence their targets, including customers, investors, employees, suppliers, and others. Our experienced team deploys its skills to provide you with powerful corporate materials that deliver the message you seek to convey and the attention you wish to grab.

- **Annual Reports:** Our experienced writers and designers create your annual reports from scratch, making sure that they present a strong, accurate, and credible case for investment in your company.
- **Brochures:** Our writers and designers excel in creating brochures that get customers interested and move them towards a purchase decision.
- **Website Content:** We offer content development services that ensure that your visitors get the necessary information and messages, and keep coming back.
- **Corporate Newsletters and Magazines:** We assist with everything from story planning, research, interviewing and writing through to design, layout, printing and mailing.
- **Audiovisual Materials:** Videos have never failed to communicate messages to key audiences. We assist you with all aspects of content preparation, from initially defining your objective through to script writing and oversight of final production.
- **Speeches and Presentations:** Our talented writers and designers help you deliver the most powerful speeches and presentations.

FINANCIAL COMMUNICATION

The image and credibility of a company among the financial markets are of paramount importance in order to stimulate investors, thus allowing the company to grow and develop. Our role consists in developing and sustaining the financial image and credibility of your company among the financial community and the larger public. We walk side by side with your company in the analysis of the financial markets' perception, as well as in the content definition and structure of its financial communication.

Our services include:

- Financial communication for important financial operations.
- Messages platforms.
- Relations with online and offline media.
- Relational marketing with shareholders and investors.
- Crisis management.
- Training of company executives.

MEDIA PLANNING AND BOOKING

Our services include:

- Analysis of market segments, target definition, and media investments of the competition.
- Choice of media (traditional and/or BTL) and budget allocation based on strategic decisions.
- Budgeting and setup of timetables.
- Proposals of media plans.
- Price negotiation of media space.
- Effective purchase and media booking.

CREATION

The relation that a brand or institution builds with its audience has always been contingent with creating the idea, words, and images that suit the message it wishes to convey. Faithful to this process, NOISE offers you effective creation services.

- **ATL Services**
  - Creation of advertising concepts.
  - Implementation of global / 360 degrees advertising campaigns.
- **BTL Services**
  - Creation of invitation cards, flyers, brochures, catalogs, newsletters, etc.
  - Creation of promotional items.
  - Creation of corporate gifts.
  - Creation of specific elements for events.
- **Identity Creation**
- **Naming Consultancy**
- **Branding Consultancy**
- **Campaigns Management**

CLIENTS PORTFOLIO

Building a clear track record of success since 2011, Noise has gained the trust and acclaim of numerous clients. Whether in the public affairs advocacy or in corporate communication, the Firm has handled challenging accounts including the Arab Summit 2019, Lebanese Presidency, key ministries, and multinationals like Microsoft and Google in Lebanon and the Middle East. In the following pages, you can consult a selection of clients we have worked with.

Municipalité de Beyrouth
بلدية بيروت

Noise worked with Beirut Municipality since 2017, to re-position and rebrand this key municipal entity. Noise provided the Municipality with integrated communication support, ranging from advisory and consultancy, to solid media relations and intelligence, creative copywriting, events management, to social media management services.

KARADENIZ HOLDING

DYAR

SUKLEEN
an averda company

averda

RAMCO WASTE MANAGEMENT altaş-b

REPUBLIC OF LEBANON
Ministry of Foreign Affairs and Emigrants

THE WORLD IS OUR LIMIT

LEBANESE DIASPORA ENERGY 2017

REPUBLIC OF LEBANON
MINISTRY OF ECONOMY & TRADE

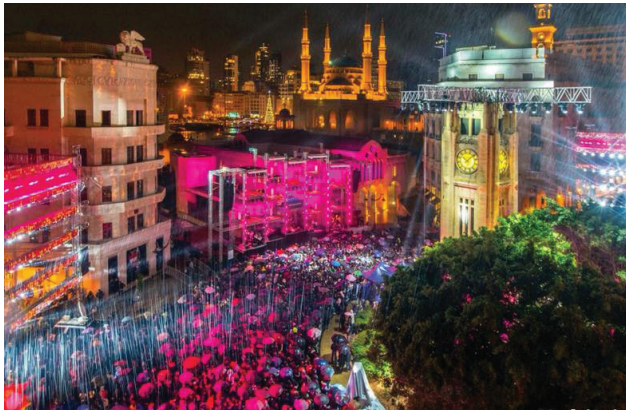
LEBANESE SME FORUM
YOUR NEEDS, OUR CHALLENGES

Microsoft Imagine Cup

CEDRUS BANK

alfa
MANAGED BY
ORASCOM TELECOM

BLUE SOUND SAL
SOUND EXPERTS
www.bluesoundsal.com



TALIKA DEPUIS 1948
JUVENA OF SWITZERLAND
ABELA FRERES

USEK
UNIVERSITÉ SAINT-ESPRIT DE KASLIK

LE MYTHE
cercle privé

everteam
Global Services

جمعية التحريج في لبنان
LEBANON REFORESTATION INITIATIVE

BACARDÍ.

GENERAL
CHAMEL ROUKOZ

Raed Khoury
رائـــد خـــوري

NICOLAS SEHNAOUI

JOUMANA HASWANY
LEBANESE PAINTER

MAZEN ABBOUD
LEBANESE JOURNALIST & AUTHOR

PATROUILLE DES SOMMETS - LIBAN

ADYAR

CHATEAU BELLE-VUE
Nos terroirs se révèlent

Le Télégraphe
de Belle-Vue vins et terroir

Careem

BUTA FILMS
Im developing company
utafilms.ru

UMP LIBAN

الجمهورية اللبنانية وزارة الطاقة وكل الطاقات

بترونيّات

الجمهورية اللبنانية وزارة التربية والتعليم العالي

MAN Diesel

PLUS PROPERTIES

Cigna. | Zurich Insurance Middle East, a Cigna-owned Company.

Ministère des Télécoms وزارة الاتصالات

upstream

HETC

BWSC

BLOM BANK SAL

BB Energy

Hypco ...my way

ORASCOM TMT.SAE Orascom Telecom Media and Technology

INDEVCO

بنك بيروت Bank of Beirut معك لابعد حدود

AUST American University of Science & Technology

Pinnacle Events

CAFE NAJJAR

GROUPKA THE UNCHANGING SPIRIT

SABIS®

SAKR REAL ESTATE SMART LIVING

Microsoft

Consolidated Contractors Company

FFA Real Estate s.a.l. Member of FFA Private Bank Group

CREDIT LIBANAIS

touch a new world Managed by ZAIN

55 Years NAKHAL

SGBL

مصرف لبنان BANQUE DU LIBAN

alfa MANAGED BY ORASCOM TELECOM

Bank Audi

Droguerie Phenicia

DHL

access

Sarkis Group International

MAN ENTERPRISE

DIAGEO

SAMSUNG

SARADAR BANK

AL-TAHER GROUP مجموعة الطاهر ZENITH

BATCO A World of Fine Constructions

EKO ATLANTIC live and work

المنظمة الدولية للهجرة
منظمة الأمم المتحدة للهجرة
International Organization for Migration
The UN Migration Agency

UNION VINICOLE DU LIBAN

Chamber of Commerce, Industry & Agriculture in Sidon and South Lebanon

MEA

MEDGULF

غرفة التجارة والصناعة والزراعة
Chamber of Commerce Industry and Agriculture
of Beirut and Mount-Lebanon

غرفة التجارة والصناعة و الزراعة
Chamber of Commerce Industry & Agriculture
of Tripoli & North Lebanon

غرفة تجارة وصناعة وزراعة زحلة والبقاع

COMMERCIAL INSURANCE

LGB BANK بنك لبنان والخليج

Changing the way you pay

AROPE INSURANCE

LIA insurance

IRADA اتحاد رجال الاعمال للدعم والتطوير

Hot Pot Meal

VERDETECH ELECTRONIC WASTE MANAGEMENT

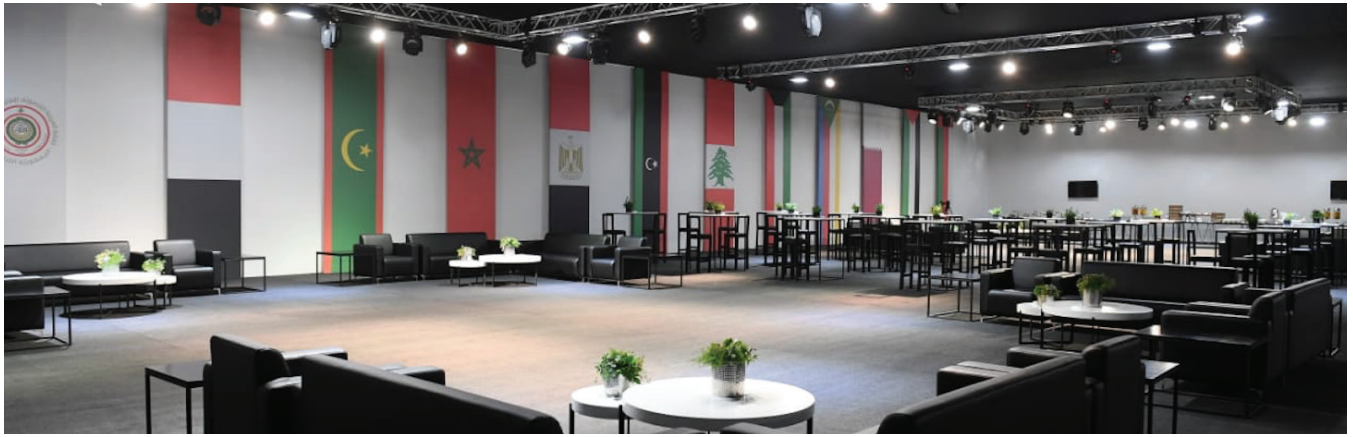
Global Blue

EVENTS MANAGED

Noise has conceptualized and managed multi-million dollar events that marked the Lebanese economic and political scene since 2011. The firm led the organization of the Arab Summit 2019, smoothly ran the Lebanese Diaspora Energy's 6 editions, arranged the first international visit of the Lebanese President General Michel Aoun to the Kingdom of Saudi Arabia, implemented the launch of all thermal energy plants opened lately in the country, and spearheaded the management of the Microsoft Imagine Cup among others. While the company was capable of delivering big scale events, it was certainly involved in managing smaller ones, that we leave you to explore in the following pages.

Arab Summit 2019

Following the Lebanese Presidency's call to participate in a bid to build, design and manage the Economic Development Arab Summit in Lebanon, numerous Lebanese companies participated in the bidding, including the alliance of Noise and Platform which won the bid with a USD 300,000 cheaper offer than the closest contender. The alliance's team was able to achieve preparations for the Summit in a record time, with no comments registered on the company's performance.



القمة العربية التنموية: الاقتصادية والاجتماعية - الجمهورية اللبنانية

اللجنة العليا المنظّمة للقمّة العربيّة التنمويّة: الاقتصاديّة والاجتماعيّة

تمنـح

شركة Noise

شهـــادة تقديـــر

علـى المشاركـة فـي نشاطـات القمّـة والجهـود المبذولـة فـي سبيـل إنجاحهـا

التاريـخ

٢١ كانون الثاني ٢٠١٩

التوقيـع والختـم

اللجنة التنفيذية

د. نبيل شديد

التوقيـع والختـم

اللجنة العليا

أنطوان شقير

رئاسة الجمهورية اللبنانية
المديرية العامة
فرع المراسم والعلاقات العامة

بعبدا في ٠٩ تشرين الأول، ٢٠١٩
م.ر/٢٠١٩/١٠

جانب شركة Noise المحترمين

الموضوع: القمة العربية التنموية الاقتصادية والاجتماعية- بيروت ٢٠١٩

بعد التحية،

تقديرا للجهود التي بذلتموها في التحضير للقمة العربية التنموية الاقتصادية والاجتماعية في بيروت في ٢٠ كانون الثاني ٢٠١٩، يسرنا ان نمنحكم درع وشهادة شكر بالمناسبة.

مع اطيب التمنيات بالتقدم والنجاح.

د. نبيل شديد
مدير عام المراسم والعلاقات العامة
رئيس اللجنة التنفيذية للقمة العربية

القمة العربية التنموية: الاقتصادية والاجتماعية
اللجنة العليا

رقم: ٦٣٢ /ل.ع

بعبدا، في ٢٩ /٨/ ٢٠١٩

لمن يهمه الأمر

ان رئيس اللجنة العليا لتنظيم القمة العربية التنموية الاقتصادية والاجتماعية يفيد،

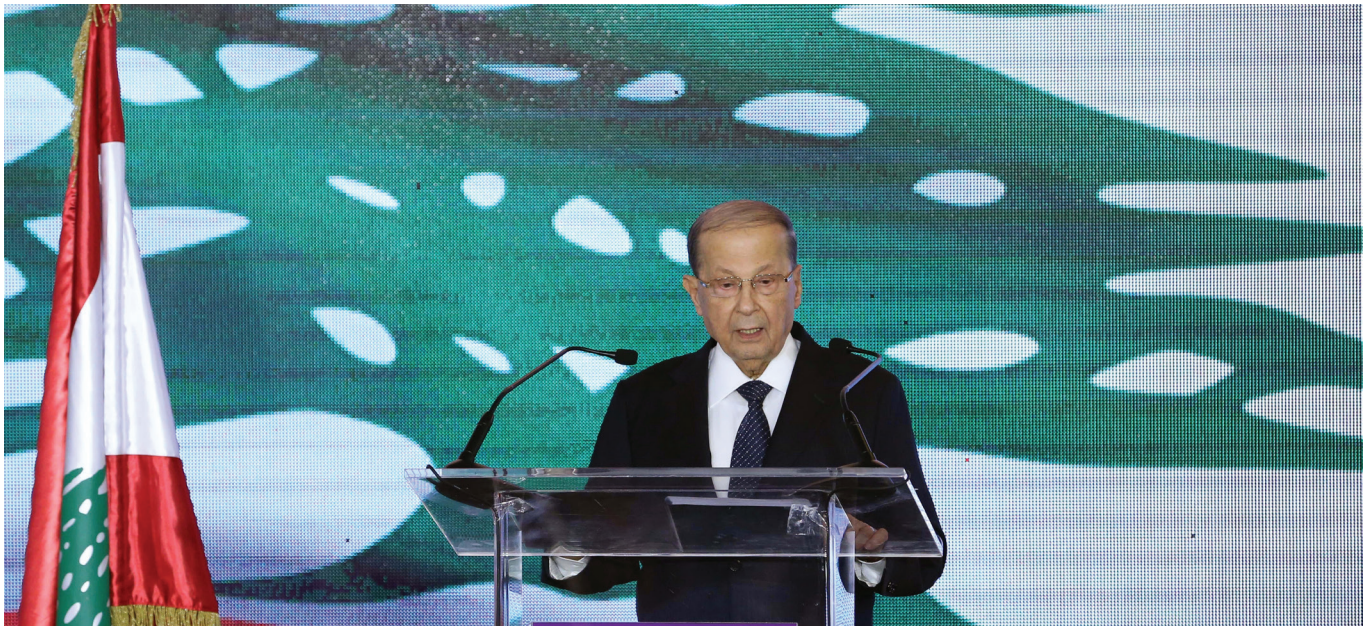
أن شركة "PLATFORM" بوكالتها عن التجمع المتضامن والمؤلف منها إضافةً إلى شركتيّ "NOISE" و "ONCE"، قد التزمت من اللجنة مشروع تأهيل وتصميم وتنفيذ أشغال تجهيز قاعة المؤتمرات التي خُصصت لانعقاد مؤتمر القمة العربية التنموية بتاريخيّ ١٩ و ٢٠١٩/١/٢٠، والتي تقدر مساحتها بحوالي /١٠,٠٠٠/ م٢ ، وقد نفذت الشركة كافة الاشغال وفقا للاتفاق المعقود معها.

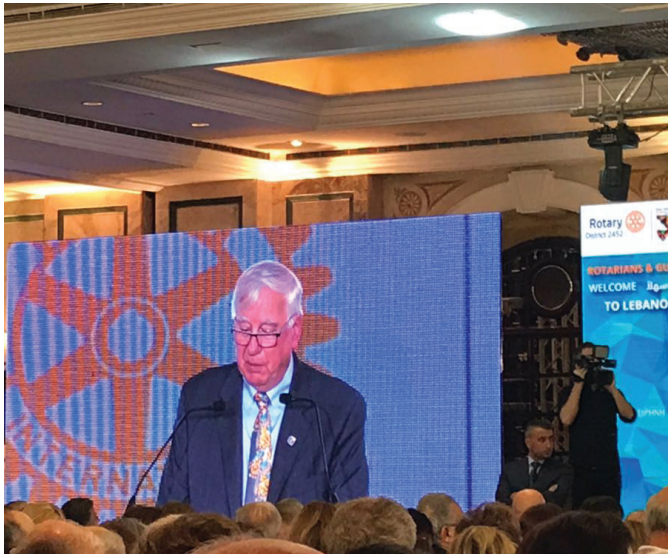
لذلك، وبناءً لطلب الشركة المستدعية أعطيت هذه الافادة.

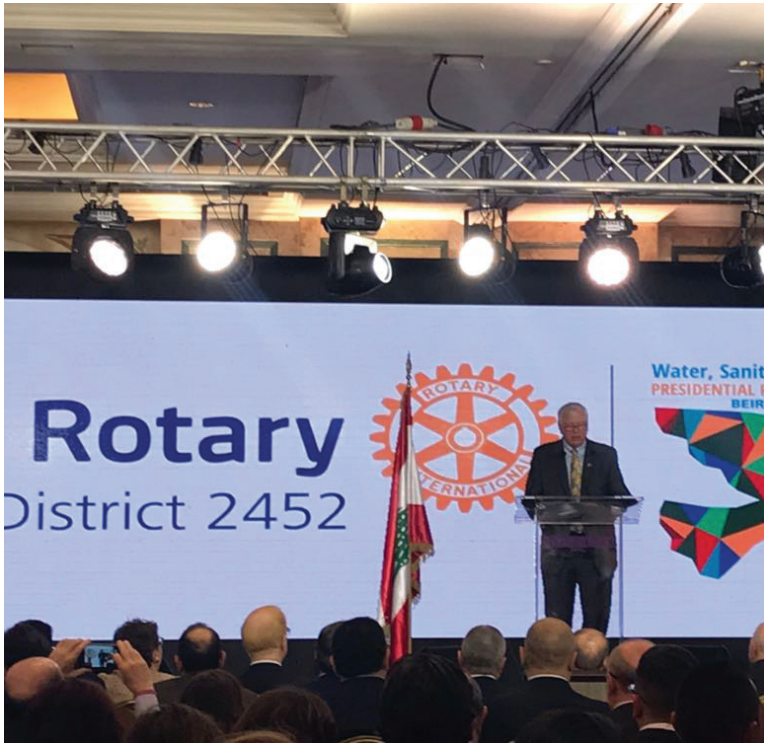
رئيس اللجنة العليا
أنطوان شقير

Presidential Conference of Rotary

Noise has successfully handled the 1st regional Presidential Conference of Rotary in Beirut. The PR firm was able to attract an important media crowd to the event and secured a quality coverage in all media outlets and press publications.







Cigna Lebanon Launch - July 2017

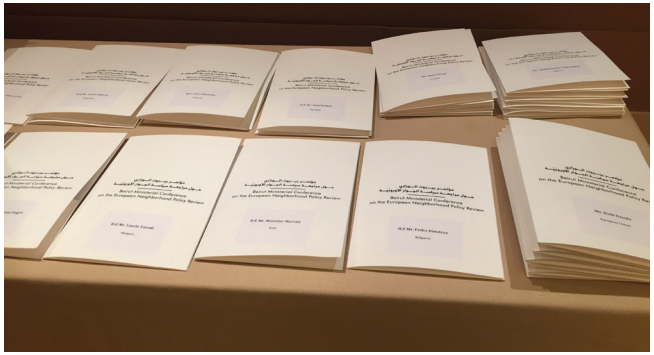
Noise had the pleasure to organize the press conference launching of Cigna at Four Seasons Hotel in Lebanon, a US based global health services corporation, in presence of key Lebanese and US officials, senior company representatives, as well as a wide audience representing the Lebanese media and business circles.

Press Conference and Official Launching of Cedrus Bank March 2015

Noise handled the launching press conference of Cedrus Bank at the Four Seasons Hotel Beirut. The conference was followed by a brunch, while providing a heavy online, TV, and press coverage for this milestone.

Beirut Ministerial Conference on the European Neighborhood Policy Review - June 2015

We helped this conference get the right coverage given its importance to Arab and EU countries Union. This event was held under the High Patronage of H.E. Minister Gebran Bassil, at the Mövenpick Hotel - Beirut, and gathered high-level representatives from EU institutions and governments of Arab Mediterranean countries..

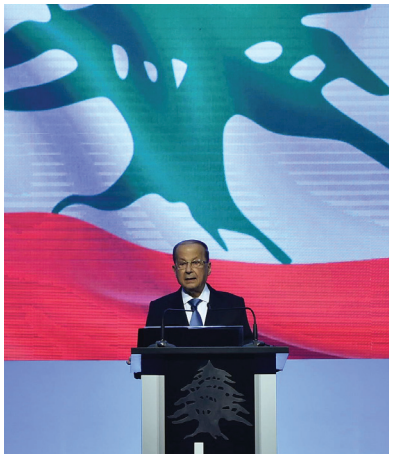


Lebanese Diaspora Energy
2014 - 2019

Noise was mandated since the first edition of the LDE to manage the event in all its aspects including creative, logistical services, transportation and accommodation for more than 2000 incoming guests. The company delivered so far 6 editions of LDE which is considered one of the largest events to take place in Lebanon. The brainchild of the Minister of Foreign Affairs and Emigrants, the LDE receives worldwide acclaim from Lebanese migrants and locals and has developed into many efficient platforms that are helping to strengthen ties with the Diaspora and maintain Lebanon's image abroad. Below you can find a picture gallery of this high profile event.

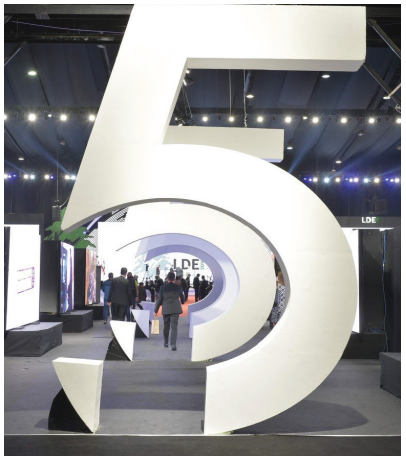
The Lebanese Republic
Ministry of Foreign Affairs and Emigrants

H.E. Gebran Bassil
Minister of Foreign Affairs and Emigrants



DIASPORA
DIASPORA

LDE
2018
LEBANESE DIASPORA ENERGY


LDE

TRANSLATION KIT

ALFA

alfa
MANAGED BY
ORASCOM TELECOM
رسالتك واصلة
علبنان

INDEVCO
BBAC
access
BBAC

Lebanese Diaspora Energy 2018
LOCALS
REGISTRATION DESK

Visit Lebanon

In May 2017, the Ministry of Tourism and Global Network reached out to Noise for help in PR and Lobbying services for an event they had organized, the Visit Lebanon Forum. The forum was held under the patronage of H.E. Mr. Avedis Gidanian, Minister of Tourism.

Microsoft: Microsoft - Imagine Cup - May 2017

After winning a major competition held by Microsoft, Noise was the chosen PR Firm to manage the Imagine Cup event, which it had prepared the Imagine Cup Event for Microsoft and implemented in all its aspects. The four-day event attracted more than 40 participants coming from different parts of the Mediterranean countries, the Middle East and even Pakistan and was organized under the patronage of H.E. Prime Minister Saad Hariri.

US Lebanon Tech Hub
March 9, 2018

A grand event that showed the commitment of technology to arts and culture, took place in LeRoyal Dbayeh. Noise's team was proud to be there and cover the program of the US Tech Hub event and assist in the media relations scope, securing a massive coverage for this creative congregation in Lebanon.

SME Forum
July 2017

Noise cooperated with the Ministry of Trade and Economy, and organized the first economic forum in Lebanon specifically targeting SMEs. The event was held under the high patronage of H.E. General Michel Aoun, President of the Lebanese Republic, represented by His Excellency, Minister Raed Khoury, Minister of the Economy and Trade.

Lebanese Health Energy - LHE
November, 2018

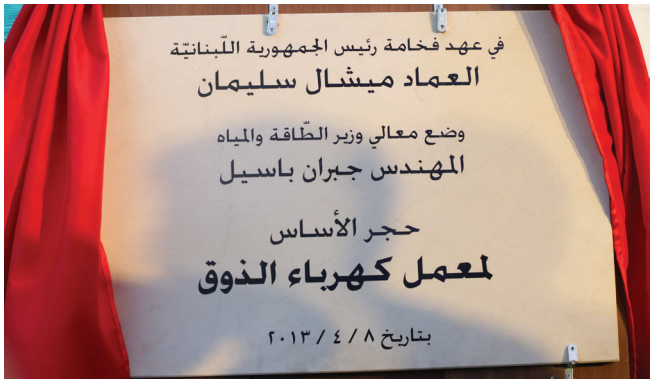
A Non-governmental lebanese organization seeking health for all, all for health & serving as a platform between private & public sectors.

Cornerstone Laying of the New Jiyeh Power Plant - April 2013

Under the management of Noise, a cornerstone laying event was organized to celebrate the start of the building works of a new thermal plant in Jiyeh, for the account of a consortium of international energy companies including BWSC (Denmark), MAN (Germany), and HETC (Lebanon). The ceremony was attended by Minister Gebran Bassil with company officials alongside Lebanese journalists.

The Cornerstone Laying of the New Zouk Power Plant - April 2013

Similar to Jiyeh, Noise was there once again to create an event to mark the start of works intended to develop a modern electricity production facility in Zouk, for the account of BWSC (Denmark), MAN (Germany), and HETC (Lebanon). The ceremony was witnessed by the Lebanese Minister of Energy and Water, EDL's General Manager, the Danish Ambassador to Lebanon, officials of concerned companies, alongside Lebanese press representatives.



The Inauguration of Zouk New Power Plant - June 2017

Noise was selected to manage the inauguration of the new Zouk power plant. The event was attended by H.E. Mr. Gebran Bassil, Minister of Foreign Affairs and Emigrants, and numerous ministers.

The Inauguration of Jiyeh New Power Plant - July 2017

Noise was proud to manage the inauguration of the new Jiyeh power plant, generating tremendous coverage around the power plant launch.

Karadeniz Powership Fatmagül Sultan Official Launching - Karadeniz Holding - April 2013

Noise was behind this massive event held to mark the operations start of the Karadeniz Holding Powership, Fatmagül Sultan, which has been connected to the Lebanese grid to supply additional energy to Lebanon. The ceremony witnessed the presence of concerned ministers, company representatives alongside media & public figures.

Karpowership Media Iftar
August 2013

Noise planned and implemented this event at the Beirut Four Seasons Hotel for Karpowership, displaying the company's interest to strengthen ties with the local media. The Iftar gathered top management members of Karpowership in Turkey and Lebanon, alongside selected media representatives.

Karadeniz Press Lunch's First Anniversary in Lebanon - April 2014

Noise initiated this Press Lunch in the honor of major Lebanese media representatives, on the occasion of the first anniversary of Karpowership's "Power of Friendship" project in Lebanon in presence of Mr. Orhan Karadeniz, the CEO of the company, Mr. Ralph Faisal, the representative of Karadeniz in Lebanon.

All for Education
April 2015

Noise led the organization of the All for Education event, the first national conference on education, held in April, 2015, at the Phoenicia Hotel, Beirut, under the patronage of Prime Minister Tamam Salam and gathered ministers, MPs, Ambassadors, as well as education experts in the field, in addition to media reps.

Everteam - GENERAL SECURITY UNVEILS VISION 2021 | DIGITAL TRANSFORMATION TOWARDS A PAPERLESS GENERAL DIRECTORATE
December, 2018

The launching was done during a special event organized by the General Security's General Directorate, under the patronage and presence of its General Director Maj. General Abbas Ibrahim, on December 11, 2018, at the Four Seasons Hotel in Beirut, attended by Ministers, lieutenant colonels, high-level officials, the media and the CEO of Everteam, Mr. Antoine Hraoui and the members of the company, that is one of the main technology partners of the General Security's General Directorate, providing vital solution provider in security and intelligence.

Beirut Christmas tree lighting concert
December 11, 2017

Red Bull
CPD
CAR PARK
DRIFT
10
YEARS
YOU HAVE BEEN INVITED TO WITNESS
THE EPIC 10-YEAR ANNIVERSARY OF
RED BULL CAR PARK DRIFT.
SERIES FINAL
SEP
23
2018
#REDBULLCARPARKDRIFT
WWW.REDBULLCARPARKDRIFT.COM
TICKETS ARE AVAILABLE ON IHJOZ.COM
OPEN TO THE PUBLIC
DOORS
OPEN AT:
02
00
PM
MARTYRS'
SQUARE
PARKING
honor

BEIRUT
WORLD FINAL
solidere
DAGHFAL GROUP

TOTAL
FALKEN
solidere

UFA ASSURANCES
noise
TOTAL

Grey Goose x Kalei Coffee.
Cafe de Nuit - September 2018

Boecker press conference Wednesday, October 18, 2017, to launch its Occupational Health and Safety Lite Certificate. Media Relations Support by Noise PR Firm.

The Russian Film Festival 2016

Noise PR Firm was mandated to organize the First Russian Film Festival in Lebanon with Buta Films.

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The five day festival aimed to promote the modern Russian cinema, culture and arts. Noise SARL had the privilege and pleasure to work with a number of prestigious institutions including, the Russian Ministry of Foreign Affairs, the Russian Embassy in Lebanon, the Ministry of Tourism, the Ministry of Culture among others.

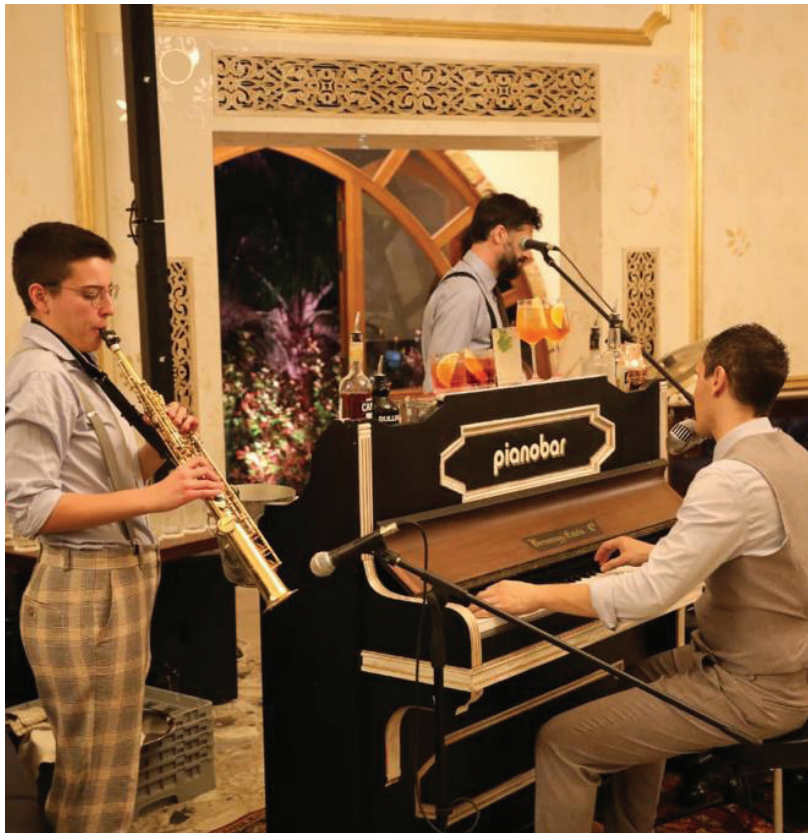
LRI's planting day
March 3, 2018

In line with its focus on green initiatives, Noise PR firm helped Lebanon Reforestation Initiative, covered in the press, the organization's planting day that took place in Rashaya in March 2018.

The Doers Club (Dewar's)
July 2018

A series of blissful gatherings organized by Dewar's for those who walk the talk and #livetrue to the standards they set.

Le Mythe opening, a new concept for private clubs in Naccache, Lebanon.
November 2018

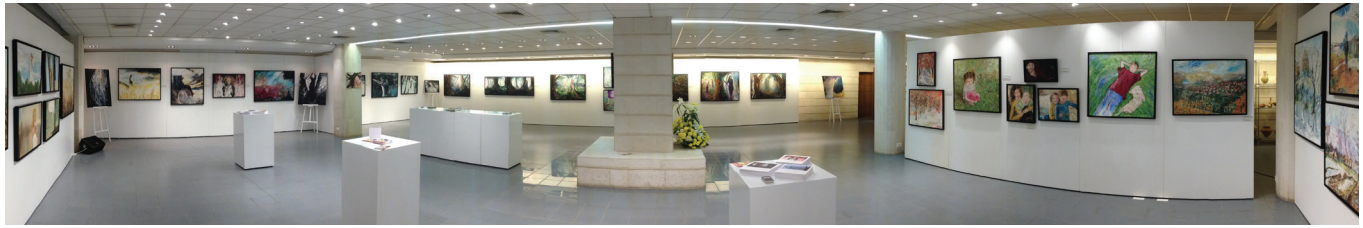


Noise PR firm at the opening of icon fashion underwear Undiz store in CityCenter, Beirut, on Thursday October 26

Joumana Haswany Exhibition - Paris - October 2015

Noise PR Firm organized “Dream, Earth, and Fire”, art exhibition for Lebanese painter Joumana Haswany, held in Paris jointly with sculptor Mary Kerpitchian at the prestigious Parisian “Art Dalia Gallery”. The event was marked by the presence of eminent French and Lebanese figures.

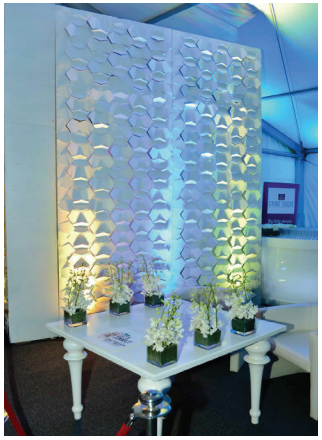
Artist Joumana Haswany Paintings Exhibition - November 2014

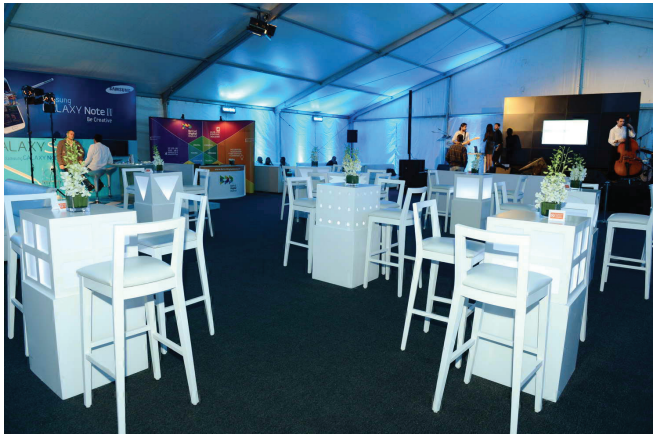


Joumana Haswany - Book signing
Salon du livreb Biel - November 10, 2017

“Let’s Connect” (Launching Event of the Annual Progress Report) - October 2012

Noise led the launching event of Let’s Connect at the Beirut Digital District (BDD), for the account of a consortium of companies in the fields of telecom, including Touch, Alfa, Huawei, Ericsson, Samsung, and LibanPost with the presence of the Lebanese Minister of Telecommunications, Mr. Nicolas Sehanoui, representatives from the institutions involved in the event, as well as media representatives.



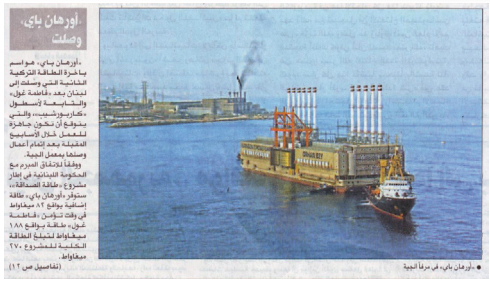


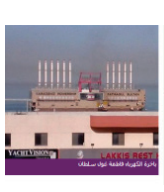
OTHER DELIVERY ILLUSTRATIONS

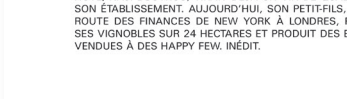
Helicopter Shooting of Karadeniz Powership Fatmagül Sultan Entering the Lebanese Waters

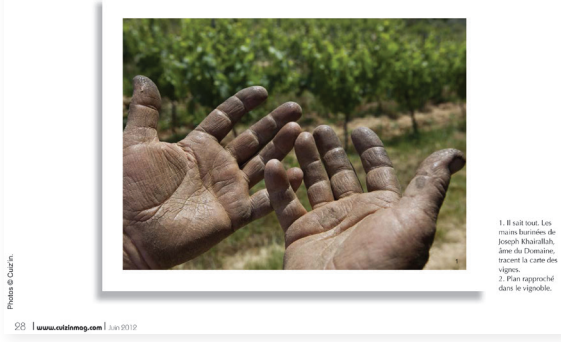
Helicopter Shooting of Karadeniz Powership Orhan Bey Entering the Lebanese Waters

Organization of One-to-one Interviews with the Press as well as Very Heavy Media Coverage for Our Clients









Expos express

« De rêve, de terre et de feu »

Née en 1971, Joumana Matar Haswany, autodidacte, a commencé à peindre il y a presque 10 ans. Elle a exposé en 2009 à Dar el-Kalaa, au Liban, puis en France, à Barbizon. « Je suis une personne très émotionnelle. Je peins avec mon cœur, à travers ma main et mes yeux », dit celle qui dédie une partie des revenus au fonds de soutien de l'Hôpital Bet Chabab. L'artiste explique son choix de l'intitulé : « De rêve, de terre et de feu ». « C'est ma façon de concevoir la vie : quand "le rêve" cesse, on cesse d'exister. Mais il ne faut jamais rêver plus que travailler. D'où "de terre", combat, résistance et dur labeur. Et le tout a besoin d'un carburant, c'est "le feu" : la passion, … » Peintre autodidacte, Haswany a commencé à s'adonner à cet art il y a presque dix ans. « On peut vous apprendre à dessiner, mais personne ne peut vous apprendre à être artiste ! C'est inné ! » Et d'ajouter : « L'art n'est pas le produit d'une raison pleinement consciente. Si la raison ouvre la porte de la science, la déraison ouvre celle de l'art. » « Comme je médite beaucoup, je me suis demandé pendant des années ce qui motive une personne à prendre tel ou tel choix. En éliminant et en ajoutant, j'ai découvert que c'était tout simplement deux facteurs : l'amour et la santé. Et c'est en fonction de cette formule qu'on peut classer les gens et résoudre tous les problèmes. » De sa maison aux Cèdres qui donne sur la vallée de la Kadhisha, elle peint « cette partie du ciel et la repeint ». « La nature là-haut fait partie intégrante de mon être. On s'aime mutuellement ! »

« The Path ».

*** Jusqu'au 2 décembre, dans la salle d'exposition du Musée archéologique de l'Usek, de 9h à 17h, sauf les samedis et dimanches.**

Exposition de peinture à l'Usek

L'Université Saint-Esprit de Kaslik (Usek) organise une exposition de peinture de l'artiste-peintre libanaise Joumana Haswany. L'exposition, intitulée « De rêve, de terre et de feu », se tiendra sur le campus de l'Usek au musée archéologique, dans la salle d'exposition temporaire.

Elle est prévue du 19 novembre au 2 décembre, et cela de 9h à 17h, à l'exception des samedis et dimanches. L'entrée est libre.

Pour plus d'information : contacter le 09/600114 ou écrire à l'Usek sur l'adresse courriel : events@usek.edu.lb

'De Reve, de Terre et de Feu'

Archaeological Museum, Université Saint-Esprit de Kaslik

Nov. 19 through Dec. 2
09-600-114

This solo exhibition features paintings by Lebanese artist Joumana Haswany, exploring the beauty of nature.

المستقبل

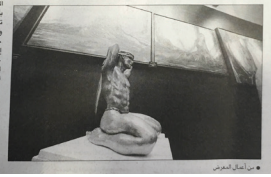
جومانا حاسواني تعرض أعمالها في قلب باريس!

تابعنا معرض في صالة العرض الأنيق في منطقة باريزيين في فرنسا، «Etoshotel Gallery»، والتي تضم جومانا حاسواني لعنوان المعرض «حلم وأرض ونار»، أيضا عريضي في قسم الصباح، تضما يزول الحوم، في بلد تركته الحروب والمآسي، حلم سحري يولد تحت فرشاة الرسام... أما الأرض فهي التضال والقوة والصمود الشاق. مثل أشجارها راسخة جذورها لمقاومة الرياح العاصفة. وكمثل سحابة إلى الوطن، ومن هذا التراب والشقف... الشقف في حوارٍ مع أوجاعي، في حين أعالتني وعلمتني أيضاً، الذي أقدم له أجمل الاشجار من ابتكاري».

من جهة أخرى، تسعى مارى كلير بيتشيان إلى بث الحياة والخواطف في منحوتاتها، فالمنحوتة المفقودة في تحقيق أحلامه الأمر المعكس من خلال الرفض، مصدر الطفل الذي تدخت به كبير ويتقلص، ومن خلال هذا الخطوط الأساسية التي تمت العلم الكلمة للطفل.

تمة الإنتاج تحادة تعبيرا وجدي في جوّ دني تصور، حلمل استطيع، راضع، الحلم وقد سبح بتبادلات كثيرة بين الرّوّاد تحت عدسات وتحت سماء الإلهام المرتجلة.

سابق إنذار، هذا الفن الجميل الذي يكشفنا من أعماقنا، أجمل الصّلات، عرضت حاسواني مرّات عدّة في لبنان، في دير الكلمة، كما في جامعة الروح القدس، الكسليك (USEK) عام ٢٠١٤.



● من أعمال المعرض

البلد

Lifestyle

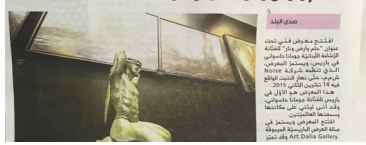
المسافة 00:20 دقيقة 00: 15

"حلم وأرض ونار" معرض من قلب باريس

صدى البلد

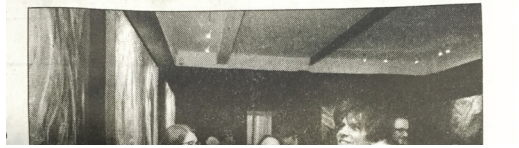
المفتتح معرض فني تحت عنوان «حلم وأرض ونار» للفنانة اللبنانية جومانا حاسواني في باريس. وسيستمر المعرض، الذي تنظمه شركة Noise، حتى نهار السبت الواقع فيه ١٤ تشرين الثاني ٢٠١٥.

هذا المعرض هو الأول في باريس وقد أتى ليلتي على مقاطعتها ومعظمها العاصمين.



الاتحاد

«حلم وأرض ونار».. جومانا حاسواني تعرض أعمالها في باريس!

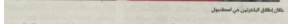


الجمهورية

اقتصاد | 3

العدد ١٥٧٩ | الخميس 29 تشرين الأول 2015

"كارادينيز" تُطلق باخرتَي طاقة إلى غانا وإندونيسيا... و"أورهان علي خان" في الطريق



انطلقا من التجربة اللبنانية في هذا المجال، بدت شركة كارادينيز مجموعة من الأخصائيين اللبنانيين المتخصّصة في استغلال الطاقة بالهواء، بدايتها غول سلطان، وهي سلطانيه، ثم إلى إندونيسيا للإضاءة على أهمية هذا المشروع بخطوات ثابتة وواثقة. شركة كارادينيز تعمل حتى الآن على تنفيذ هذا المشروع الذي يعتبر من أكبر المشروعات الخاصة في قطاع الطاقة العالمي، والذي تعمل من أجل تحقيقه وتنفيذه شركة كارادينيز.

طلاق أول مهرجان سينمائي روسي في لبنان

أوّل مهرجان سينمائي روسي في بيروت

صدى البلد

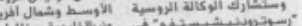
في إطار تعزيز العلاقات بين روسيا ولبنان وانطلاقاً من اعتبار الفن والثقافة جسرا عابرا بين الشعوب، تطلق شركة الإنتاج الروسية المعروفة "بوتا فيلمز" أول مهرجان سينمائي روسي في بيروت بعنوان "خمس سنوات في خمسة أيام".

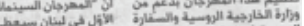
وستشارك الوكالة الروسية "روسودنيشستفو" في تنظيم هذا المهرجان بدعم من وزارة الخارجية الروسية والسفارة الروسية في لبنان، وبرعاية وزارتي الثقافة والسياحة اللبنانيتين، وبحضور وزير الثقافة ريمون عريجي.

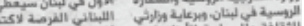
ومهرجان تورنتو السينمائي الدولي والأوسكار، وتجدر الإشارة إلى أن الدخول مجاني إلى جميع العروض بالإضافة إلى أفلام الخيال والأفلام القصيرة والوثائقية.

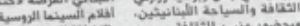
وأفلام الرسوم المتحركة. سيعقد مخرجون مشهورون في السينما الروسية طاولات مستديرة وتمارين تثقيفية وفي تعليق له على هذه المناسبة المميزة، أكد المبعوث الخاص للرئيس الروسي للشرق الأوسط وشمال أفريقيا، نائب وزير الخارجية ميخائيل بوغدانوف أن "المهرجان السينمائي الروسي الأول في لبنان سيعطي الجمهور اللبناني الفرصة لاكتشاف أبرز أفلام السينما الروسية الذهبية. بالإضافة إلى ذلك، سيساهم في تعزيز التعاون مع لبنان وتطوير العلاقات الثقافية بين روسيا ولبنان الشرق الأوسط".

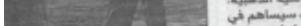
ما دفع شركة "بوتا فيلمز" التي أسستها المنتجة ماريا إيفانوفا إلى تنظيم هذا الحدث الكبير في بيروت هما حبّها للبنان ورغبتها في تبادل السمات التاريخية والثقافية بين البلدين. وقد أنتجت الشركة أفلاما عالمية عدة من بينها فيلم "الأخير" الذي صدرفي العام 2014 والذي تدور أحداثه حول الحرب العالمية الثانية وقد تمّ اختياره في مهرجان كان من بين أفضل تسعة أفلام قصيرة. وفي العام

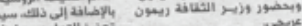


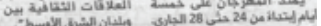


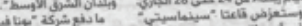


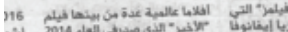


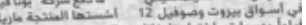


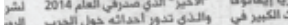


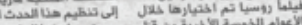


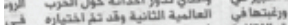


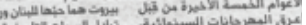


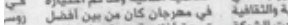


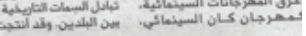


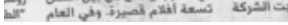


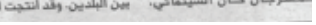












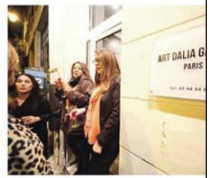
On October 15, the opening of the art exhibition "Dream, Earth, and Fire" by the Lebanese painter Joumana Haswany was held in Paris. Organized by PR and Events agency Noise SARL, it is expected to run until November 14, 2015.

«حلم وأرض ونار»

قامت الرسامة اللبنانية جمانة حسواني بعرض أعمالها في معرض

«حلم وأرض ونار» لـ جومانا حاسواني في قلب باريس

في قلب باريس



جومانا حاسواني (أ

دهشة اللبناني

«حلم وأرض ونار» هو عنوان المعرض الذي افتتح في صالة العرض الباريسية Art Dalia Gallery للرسامة جومانا حاسواني وتضمن لوحات تعكس طريقة الرسامة في فهم الحياة وشغف الحوار مع لوحاتها وحبّها لعائلتها وعشقها لوطنها، وتميّز الحدث بحضور شخصيات فرنسية ولبنانية بارزة تقدمها القائم بأعمال السفارة اللبنانية في فرنسا غدي خوري ومصمم الأزياء الفرنسي العالمي نبيل هباري وعشاق الفن والرسم وصحافيين ودبلوماسيين ورجال أعمال فرنسيين وحشد من أبناء الجالية اللبنانية في باريس. ويستمر المعرض الذي افتتح في 15 تشرين الأول حتى 14 تشرين الثاني المقبل.

كة تباشر بناء أكبر باخرة طاقة في العالم

ر أورهان هولدنغ: مفاوضات مع لبنان بشأن عقدي ، و«فاطمة غو

– رائد الخطيب

Arts transcend the borders: The unveiling of the first Russian film festival in Lebanon

NNA - In recognition of the importance of strengthening the ties between Russia and Lebanon, while believing in arts and culture as a bridge between nations, well-known production company Buta Films (Russia) will hold a press conference on October 11 at Phoenicia Hotel Beirut to officially announce the launch of the first Russian films festival entitled "3 YEARS IN 5 DAYS". The Lebanese branch of the Russian agency Rossotrudnichestvo is co-organizing the festival, which is also supported by the Russian Ministry of Foreign Affairs and the Russian Embassy in Lebanon.

The conference will be held under the patronage of the Ministry of Culture and the Ministry of Tourism in Lebanon, and in the effective presence of His Excellency Mr. Raymond Araygi, minister of Culture and His Excellency Mr. Michel Pharaon, minister of tourism. Topnotch speakers are also expected to talk at the event including His Excellency Mr. Alexander Zasypkin, Ambassador of Russia to Lebanon, His Excellency Dr. Amal Abou Zeid, IMF of Iezzine and advisor to the Lebanese Minister of Foreign Affairs and Emigrants for Lebanese-Russian relations, Mr. Ayrat Akhmetov, Director of the Russian cultural center and Director of the Russian agency Rossotrudnichestvo (Lebanon), as well as Mrs. Maria Ivanova, General Director of the Russian Film Festival. The press conference will highlight the importance of this major cultural event at many levels.

Covering a breadth of ideas, from the history of the Lebanese-Russian relationship to the film festival that aims at promoting modern Russia cinema, culture and arts, the press conference will deliver first-hand knowledge about this unprecedented event. The five-day festival will take place from October 24 till October 28, 2016. Twelve Russian films selected by the most prestigious film showcases in the last five years (which explains the naming of the Festival) such as Cannes Film Festival, Toronto International Film Festival, and Oscars, will be screened at Beirut Souks Cinemacity and at Empire Metropolis Sofil. It is noteworthy that the entrance to all screenings will be free of charge. Apart from fiction features, short movies, documentaries, and animation films, highly interesting master-classes and round tables moderated by famous Russian filmmakers will be held. Concentrating on this special occasion, representative of the President of the Russian Federation for the Middle East and Africa, Deputy Foreign Minister Mikhail Bogdanov asserted that "The first Russian Film Festival in Lebanon gives the Lebanese public the opportunity to discover one of the Russian cinema golden pages. Moreover, it strengthens the cooperation with Lebanon, and aims at further developing cultural relations between Russia and Middle Eastern countries through arts. Cinema is a remarkable communication tool between the nations and a universal language through which people of different cultures, ethnicities, and religions can build bridges of mutual understanding and respect, and get to know each other better".

The love towards Lebanon and the willingness of sharing historical and cultural features between the two countries have led the Buta Films Company, founded by General Director and producer Mrs. Maria Ivanova, to organize this big event in Lebanon. The company has produced several international Films projects such as the short "The last Democracy" on Al-Jazeera, Empire Metropolis Sofil [illegible] Empire, فيلما روسيا تم انتاجها حتى الأيام الخمسة الأخيرة (وما يُعتبر تتمة المهرجان) من قبل أفراد المهرجان السينمائي. كمهرجان كان السينمائي. ومهرجان تورنتو

الفن يعبر الحدود: استقبال لبنان لأول مهرجان سينمائي روسي

Lebanon News

أول مهرجان سينمائي روسي في لبنان في 11 ت

ندانوف: يساهم في تطوير العلاقات الثقافية بين البلدين - Cedar News

رباورشيب" تدعم العِلم من خلال مبادرة غير مسبوقة

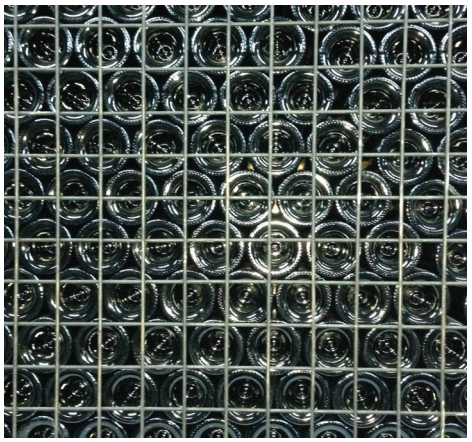
ت Karpowership، الشركة التركية التي تملك وتشغّل باخرتي الطاقة "فاطمة غول سلطان" و"أورهان بيه" الراسيتين تباعاً في الزوق والجية لتوليد الكهرباء، بتطوير المسؤولية الاجتماعية للشركة في لبنان من خلال دعم المجتمع والعلم، تهدف كة إلى تقوية الجيل الجديد في إطار مشروعه المتواصل ("قوة الصداقة" "The Power of Friendship").

السيّد رالف فيصل، ممثل شركة Karpowership في لبنان، نهار الخميس 29 أيلول 2016 البلديات في الجبه، برجا ردانيه ونهار الجمعة 30 أيلول 2016 بلدية زوق مكايل. وقد التقى الدكتور جورج فرّي رئيس المجلس البلدي في الجبه يّد نشأت حامية رئيس المجلس البلدي في برجا ورئيس المجلس البلدي في الوردانيه السيّد حكمة الحاج والسيّد ابي و رئيس بلدية زوق مكايل. وقدم وفد Karpowership هدية للبلديات المذكورة سابقاً وهي كناية عن مجموعة من اسبب المحمولة كما وزّعت أكثر من 2000 حقيبة مدرسية لطلاب المدارس التالية: مدرسة الجبة الرسمية وثانوية الرّميمّة ومدرسة برجا الابتدائية المختلطة ومدرسة برجا للبنات ومدرسة برجا التكميلية ومدرسة برجا الديماس نطقة المتوسّطة الرسمية ومدرسة الوردانية الرسمية ومدرسة الياس أبو شبكة الرسمية.

ف هذه المبادرة إلى تقوية العلاقات بين تركيا ولبنان، وتظهر أن Karpowership لا تسعى فقط إلى تأمين طاقة نظيفة ندامة للبنان، بل أيضاً إلى رفع مستوى الوعي حول التعليم حفاظاً على حق الطلاب في العلم في ظروف جيدة.

anb tv : follow focus -Russian Film Festival 2016

Premium
CHATEAU BELLE-VUE
Bhamdoun

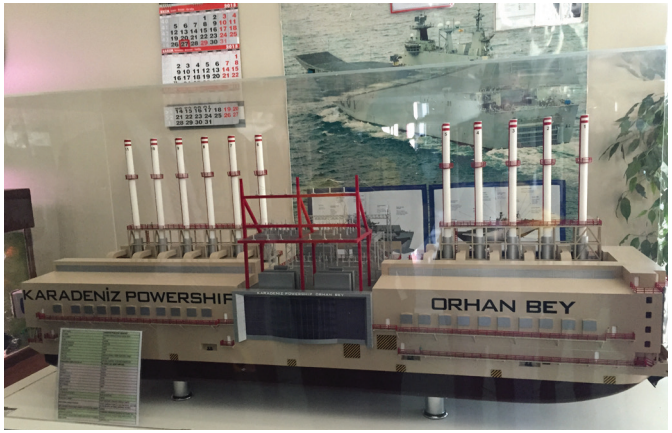


ALFA: Noise cooperated with Alfa Telecom on a couple of landmark projects namely the Patrouille des Sommets.

MEDIA TRIPS

Media Trip to Istanbul to attend Karpowership Event - October 2015

On the occasion of the sailing of two Powerships, to Ghana and Indonesia respectively, Karpowership, held a high profile event in Istanbul. In the framework of this event, Noise organized a special media trip, accompanying Lebanese journalists to Turkey, to witness and relay this impressive occasion.



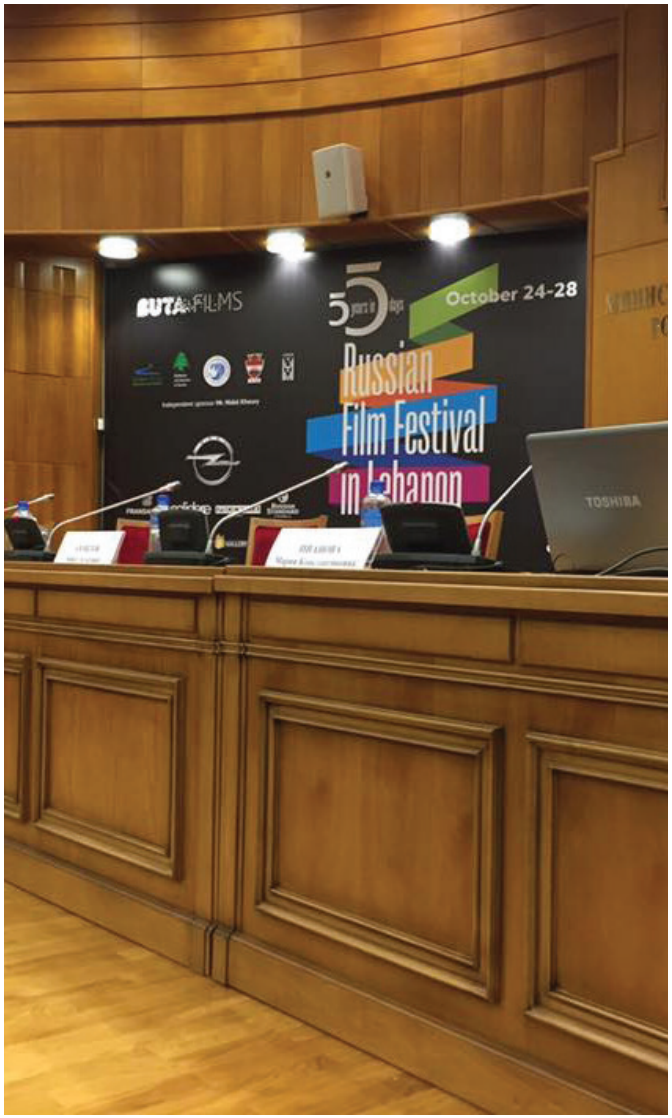
Karadeniz Holding, promising future projects in the electricity sector - June 27 & 28, 2016.

Lebanese Media delegation witnesses the construction of the largest Powership in the world, “Orhan Ali Khan”

Noise invited a Lebanese media delegation, representing a broad spectrum of Lebanese media, to a visit to Karpowership’s premises in Istanbul on June 2016. During its visit to the corporate headquarters in Istanbul, the media delegation was granted the opportunity to meet with the CEO, Mr. Orhan Karadeniz. The Lebanese press delegates visited the Powerships building center in Sedef Shipyard, touring the Powership “Orhan Ali Khan” and got the chance to know more about its construction process.

Moscow Launch of the First Russian Film Festival in Lebanon

Russia's Ministry of Foreign Affairs, launched, during a press conference held in Moscow on October 18, the first Russian Film Festival in Lebanon, titled "5 Years in 5 Days," to kick off in Beirut.



Lebanese Media Trip to Istanbul to attend Karpowership Event - September 2017

As part of its exceptional media activities, Noise led a three day trip for more than 17 Lebanese media to Istanbul-Turkey. The trip included a visit to Karpowership HQs, where the media met with the CEO of the company and its officials and attended a press conference to get a clearer picture of Karpowership's work in Lebanon and its future perspectives of the power sector in Lebanon.

Oenovideo Award: Noise PR Firm was acknowledged for its hard work on the international scene, and was selected to receive the World acclaimed Oenovideo Award for its creative and production work for the wine brand Adyar.

The Holy Spirit University of Kaslik (USEK)
and The Arab Society of Faculties of
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announce their international colloquium entitled

Corporate Governance
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What to give and what to expect.

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The Holy Spirit University of Kaslik (USEK)
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Lawyers, Contracts & Negotiation

March 11 till 14, 2014
USEK Main Campus

The seminar is organized and hosted by ***USEK Faculty of Law*** *with the participation of the International Chamber of Commerce (ICC). Prominent lawyers will be imparting invaluable experience and insights in drafting and negotiating international contracts.* Participating guest lawyers include: Mr. Steven Richman, Partner at **Duane Morris** and Publications Officer since 2007 for the International Sales and Contracts Committee of the International Bar Association, Mr. John Boehm, Partner at **Norton Rose Fulbright**, Mr. Michael Polkinghorn, Partner at **White & Case**, Mr. Andros Carlevaris, the **Secretary General of the ICC International Court of Arbitration**, Mr. Jose Ferris, **the Deputy Secretary General of the ICC International Court of Arbitration**, Ms. Cynthia Adams, Professor at **Indiana University Robert H. McKinney School of Law**, and Mr. Arash Attar-Rezvani, Counsel at **Skadden, Arps, Slate, Meagher & Flom**.

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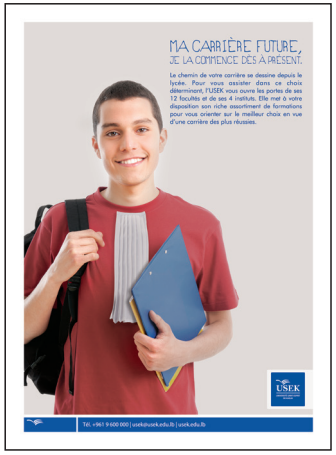

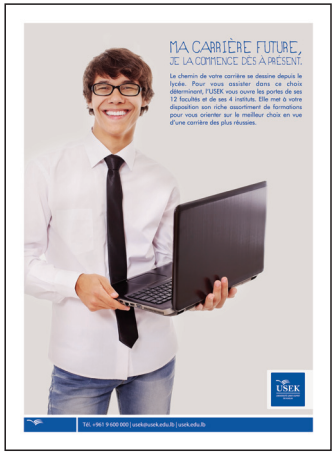

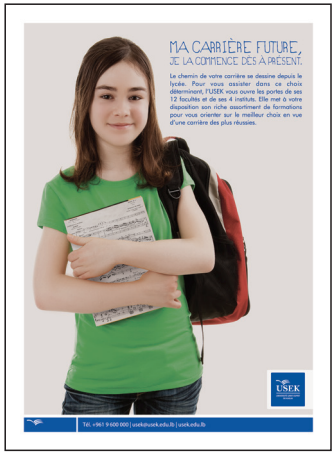

Events Organization, Creation of Promotional BTL Materials and Photo Shoots for the Political Campaign of UMP Lebanon Delegate Fabienne Blineau-Abiramia

noise
IN THE PRESS

ArabAd

noise hits Beirut Market

Noise sarl is a new PR agency recently born on the Beirut market. The name of the agency says it all! Founded by **Georges Najm** (who is also founding partner and head of business development and clients relations at Clémentine sal), the company's main promise is to create *"noise"* around its clients' brands and stories, through events management, PR, and media relations. The company also offers services and consultancy in the fields of public affairs, lobbying, crisis communications, copywriting, and editorial services. Launched two months ago, the agency is now delivering PR services to Turkey based *"Karadeniz Holding"* for all its PR activities in Lebanon, centered primarily around the two powerships supplied by the company by virtue of a contract signed with the Lebanese Ministry of Energy and Water. The company also organised events of scale, including the Karadeniz Powership Fatmagül Sultan official launching; as well as the cornerstone laying of the new Jyeh Power Plant, and of the new Zouk Power Plant, for the account of a consortium of leading international energy companies including BWSC (Denmark), MAN (Germany), and HETC (Lebanon).

ArabAd Magazine, May 2013, P.78

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JUNE 27, 2013

Standard Chartered celebrates launch of VISA Infinite Credit Card at exclusive event

Standard Chartered, in partnership with VISA, celebrated the launch of the Standard Chartered VISA Infinite Credit Card, the UAE's most exclusive credit card, during an invitation-only ceremony at the Music Hall in Jumeirah's Zabeel Saray hotel. The glamorous and exclusive launch event gathered 350 high net-worth individuals from the bank's priority customers and well-known [...]

JUNE 28, 2013

Creation of PR agency "Noise" SARL

Noise SARL is a new PR agency recently born on the Beirut market. The name of the agency says it all! Founded by Georges Najm, who is also Co-founder, Partner, and Head of Business Development and Clients Relations at Clémentine SAL advertising agency, the company's main promise is to create "noise" around its clients' brands [...]

JUNE 28, 2013

Memac Ogilvy& Mather celebrate outstanding creative strength at Cannes Lions Festival

Memac Ogilvy& Mather has been honored with 9 awards at the 60th Cannes Lions International Festival of Creativity, celebrating outstanding creative strength across its regional network and in particular its Tunis and Dubai offices. With nine Lions and further three shortlisted campaigns, the agency strengthened its position as the Middle East's leading communications agency. [...]

JUNE 28, 2013

DSI Awarded SAR 261 Million Project to Provide Turnkey MEP Solutions at the King Fahad Medical City in KSA

Drake & Scull International PJSC (DSI), a regional market leader in the integrated design, engineering and construction disciplines of General Contracting, Mechanical, Electrical and Plumbing (MEP), Water and Power, Rail and Oil and Gas, has been awarded a SAR 261 million project to provide turnkey MEP solutions for the National Institute of Neurosciences, and the [...]

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- Metropolitan Art Society: A new crossroad for contemporary art
- WPP celebrates Cannes hat-trick
- Creation of PR agency "Noise" SARL
- Memac Ogilvy& Mather celebrate outstanding creative strength at Cannes Lions Festival

THE DAILY STAR LEBANON

Noise agency launched

Noise SARL is a new PR agency recently born on the Beirut market. The name of the agency says it all! Founded by Georges Najm, who is also Co-founder, Partner, and Head of Business Development and Clients Relations at Clémentine SAL advertising agency, the firm's main promise is to create "noise" around its clients' brands and stories, through Events Management, Public Relations, and Media Relations. The agency also offers services and consultancy in the fields of public affairs, lobbying, crisis communications, copywriting, content management, and editorial services. Launched only a few months ago, the agency is now delivering PR services to Turkey-based energy group "Karadeniz Holding" for all its PR activities in Lebanon, centered primarily around the powerships supplied by the company by virtue of a contract signed with the Energy and Water Ministry.

TheDailyStar Newspaper, June 24, 2013, P. 6

الأنوار

إنشاء شركة العلاقات العامّة «Noise» ش.م.م.

جورج نجم

Noise ش.م.م. هي وكالة علاقات عامّة أنشئت حديثاً في بيروت، وعنوان الشركة «فوير، بالإنكليزية تعني «صحيح» بالثقة المطلقة» يعبّر عن مضمونها؛ فإنّ هذه الوكالة التي أسّسها جورج نجم، وهو أيضاً شريك مؤسّس ومسؤول عن التطوير والعلاقات مع الزبائن في شركة الإعلانات كلمنتين ش.م.ل.، تتعهّد بطرح «صحيح» حول العلامات التجارية لزبائنها وأخبارهم، من خلال تقديم خدمات في العلاقات العامّة والعلاقات الإعلامية وتنظيم الأحداث المؤسّساتية.

كما تقدّم الوكالة خدمات واستشارات في حقول الشؤون العامّة والـLobbying والتواصل في الأزمات والكتابة وإدارة المحتوى والتحرير.

بعد انطلاقها منذ بضعة أشهر فقط، تقدّم الوكالة اليوم خدمات في العلاقات العامّة لمجموعة الطاقة «Karadeniz Holding»، المتمركزة في تركيا، إذ استلمت كافة نشاطاتها في العلاقات العامّة في لبنان، المتمحورة أساساً حول البواخر لتوليد الطاقة التي امتلكتها الشركة بموجب العقد الذي تمّ توقيعه مع وزارة الطاقة والمياه اللبنانية. إضافةً إلى ذلك، قامت Noise بتنظيم مناسبات وأحداث مؤسّساتيّة كبيرة، بما فيها الافتتاح الرسمي لباخرة Karadeniz لتوليد الطاقة Fatmagül Sultan، وذلك حفل وضع حجر الأساس لمحطتي توليد الطاقة في الجيّة كما في الذوق، وذلك لحساب مجموعة من الشركات الرائدة في مجال الطاقة، منها: BWSC (الدنماركية) و MAN (الألمانية) ومؤسّسة حمّود للتجارة والمقاولات HETC (لبنان).

فضلاً عن ذلك، نظّمت الوكالة حفل «Let's Connect»، الكبير لإطلاق التقرير السنوي لوزارة الاتصالات اللبنانية، والتي عُقد في مدينة بيروت الرياضية (BDD)، وذلك لحساب مجموعة من الشركات الرائدة في مجالي التكنولوجيا والاتصالات، وهي Touch و Alfa و LibanPost و Samsung و Ericsson و Huawei.

علاوةً على ذلك، تعمل Noise لصالح Château Belle-Vue، صانعة النبيذ الفاخر المتمركز في بحمدون في جبل لبنان.

كما توفّر الوكالة خدمات العلاقات العامّة لمنتجعَي سياحيَّين رائدين في الجنوب، هما Bamboo Bay و Beach 37.

ولبرامجين في خلق «صحيح» حول علاماتهم التجارية أو مناسباتهم المؤسّساتية. الرجاء الاتصال بنا عبر الهاتف ٩٦١٥ ٣ ١١١ ٩٤٤ أو عبر البريد الإلكتروني: georges.najm@noise-lb.com.

Al Liwaa Newspaper, June 14, 2013, P. 6

مدينات

إنشاء شركة العلاقات العامّة «Noise» ش.م.م.

رعم النشاط الإقتصادي وانخفاض التوقعات الاقتصاد مواطنوه بطالبون بحقوقهم المغتصبة في الكهرباء والماء وخفض الأسعار (لا بالمناسبة عيد الرحمة)

...وتلتشارع اللبناني أولويات لا تلحظ صراع السياسيين ورحال الإقتصاد مواطنون بطالبون بحقوقهم المغتصبة في الكهرباء والماء وخفض الأسعار (لا بالمناسبة عيد الرحمة)

الهيئات الاقتصادية تحذر: هيئة التنسيق النقابية تحذر، اللبناني يحذر، الصراع مواجهة أفيز التي ترسم ... المزيد

أعلنت الشركة اللبنانية لتطوير وإعادة إعمار وسط مدينة بيروت (سوليدير) ش.م.ل. عن نتائجها التالية ... المزيد

Noise ش.م.م. هي وكالة علاقات عامّة أنشئت حديثاً في بيروت، وعنوان الشركة «فوير، بالإنكليزية تعني ... المزيد

مدينات

إنشاء شركة العلاقات العامّة «Noise» ش.م.م.
الخميس 14 حزيران 2013 الموافق 5 شعبان 1434 هـ.

جورج نجم

Noise ش.م.م. هي وكالة علاقات عامّة أنشئت حديثاً في بيروت، وعنوان الشركة «فوير، بالإنكليزية تعني «صحيح» بالثقة المطلقة» يعبّر عن مضمونها؛ فإنّ هذه الوكالة التي أسّسها جورج نجم، وهو أيضاً شريك مؤسّس ومسؤول عن التطوير والعلاقات مع الزبائن في شركة الإعلانات كلمنتين ش.م.ل.، تتعهّد بطرح «صحيح» حول العلامات التجارية لزبائنها وأخبارهم، من خلال تقديم خدمات في العلاقات العامّة والعلاقات الإعلامية وتنظيم الأحداث المؤسّساتية.

كما تقدّم الوكالة خدمات واستشارات في حقول الشؤون العامّة والـLobbying والتواصل في الأزمات والكتابة وإدارة المحتوى والتحرير.

بعد انطلاقها منذ بضعة أشهر فقط، تقدّم الوكالة اليوم خدمات في العلاقات العامّة لمجموعة الطاقة «Karadeniz Holding»، المتمركزة في تركيا، إذ استلمت كافة نشاطاتها في العلاقات العامّة في لبنان، المتمحورة أساساً حول البواخر لتوليد الطاقة التي امتلكتها الشركة بموجب العقد الذي تمّ توقيعه مع وزارة الطاقة والمياه اللبنانية.

إضافةً إلى ذلك، قامت Noise بتنظيم مناسبات وأحداث مؤسّساتيّة كبيرة، بما فيها الافتتاح الرسمي لباخرة Karadeniz لتوليد الطاقة Fatmagül Sultan، وذلك حفل وضع حجر الأساس لمحطتي توليد الطاقة في الجيّة كما في الذوق، وذلك لحساب مجموعة من الشركات الرائدة في مجال الطاقة، منها: BWSC (الدنماركية) و MAN (الألمانية) ومؤسّسة حمّود للتجارة والمقاولات HETC (لبنان).

فضلاً عن ذلك، نظّمت الوكالة حفل «Let's Connect»، الكبير لإطلاق التقرير السنوي لوزارة الاتصالات اللبنانية، والتي عُقد في مدينة بيروت الرياضية (BDD)، وذلك لحساب مجموعة من الشركات الرائدة في مجالي التكنولوجيا والاتصالات، وهي Touch و Alfa و LibanPost و Samsung و Ericsson و Huawei.

علاوةً على ذلك، تعمل Noise لصالح Château Belle-Vue، صانعة النبيذ الفاخر المتمركز في بحمدون في جبل لبنان.

كما توفّر الوكالة خدمات العلاقات العامّة لمنتجعَي سياحيَّين رائدين في الجنوب، هما Bamboo Bay و Beach 37.

ولبرامجين في خلق «صحيح» حول علاماتهم التجارية أو مناسباتهم المؤسّساتية. الرجاء الاتصال بنا عبر الهاتف: ٩٦١٥ ٣ ١١١ ٩٤٤

أو عبر البريد الإلكتروني: georges.najm@noise-lb.com.

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Creation of PR agency "Noise" SARL

JUNE 28, 2013

Noise SARL is a new PR agency recently born on the Beirut market. The name of the agency says it all! Founded by Georges Najm, who is also Co-founder, Partner, and Head of Business Development and Clients Relations at Clémentine SAL advertising agency, the company's main promise is to create "noise" around its clients' brands and stories, through Events Management, Public Relations, and Media Relations. The agency also offers services and consultancy in the fields of public affairs, lobbying, crisis communications, copywriting, content management, and editorial services. Launched only a few months ago, the agency is now delivering PR services to Turkey-based energy group "Karadeniz Holding" for all its PR activities in Lebanon, centered primarily around the two powerships supplied by the company by virtue of a contract signed with the Lebanese Ministry of Energy and Water. The agency also organized events of scale, including the KaradenizPowershipFatmagül Sultan official launching; as well as the cornerstone laying of the new Jiyeh Power Plant, and of the new Zouk Power Plant, for the account of a consortium of leading international energy companies including BWSC (Denmark), MAN (Germany), and HETC (Lebanon). Moreover, Noise organized "Let's Connect", the launching event of the Annual Progress Report of the Lebanese Ministry of Telecommunications, held in the Beirut Digital District (BDD), for the account of a consortium of leading companies in the fields of technology and telecommunications, including Touch, Alfa, Huawei, Ericsson, Samsung, and LibanPost. Noise also caters for Château Belle-Vue, a boutique producer of luxury wines, located in Bhamdoun, Mount Lebanon. In addition, it delivers PR services to two leading beach resorts located in the South, which are Bamboo Bay and Beach 37.

www.web-release.info, June 28, 2013, Main Page

الأخبار

إنشاء شركة العلاقات العامّة "Noise"ش.م.م.

Noise ش.م.م. هي وكالة علاقات عامّة أُنشئت حديثاً في بيروت.عنوان الشركة ("نويز" بالإنكليزيّة تعني "ضجيج" باللّغة العربيّة) يعبّر عن مضمونها!فإنّ هذه الوكالة التي أسّسها جورج نجم، وهو أيضاً شريك مؤسّس ومسؤول عن التطوير والعلاقات مع الزبائن في شركة الإعلانات كليمنتين ش.م.م.، تتعهّد بخلق «ضجيج» حول العلامات التجارية لزبائنها وأخبارهم، من خلال تقديم خدمات في العلاقات العامّة والعلاقات الإعلاميّة وتنظيم الأحداث المؤسساتيّة. كما وتقدّم الوكالة خدمات واستشارات في حقول الشؤون العامّة والـLobbying والتواصل في الأزمات والكتابة وإدارة المحتوى والتحرير. بعد انطلاقها منذ بضعة أشهر فقط، تقدّم الوكالة اليوم خدمات في العلاقات العامّة لمجموعة الطاقة "Karadeniz Holding" المُحرَكة في تركيا، إذ استلمت كافّة نشاطاتها في مجالي التكنولوجيا والاتّصالات، وهي Touch و Alfa و Huawei و Ericsson و Samsung و LibanPost، علاوةً على ذلك، تعمل Noise لصالح Château Belle-Vue، صانعة النبيذ الفاخر المُحرَكة في بحمدون في جبل لبنان. كما وتوفّر الوكالة خدمات العلاقات العامّة لمنتجعَين سياحيَّين رائدَين في الجنوب، هما Bamboo Bay و Beach 37.

(بيان)

Al Akhbar Newspaper, July 3, 2013, P. 29

المستقبل

إنشاء شركة العلاقات العامة «Noise» ش.م.م.

● جورج نجم

Noise ش.م.م. هي وكالة علاقات عامة أنشئت حديثاً في بيروت، وعنوان الشركة «نويز» بالإنكليزيّة تعني «ضجيج» باللّغة العربيّة) يعبّر عن مضمونها! فإنّ هذه الوكالة التي أسسها جورج نجم، وهو أيضاً شريك مؤسس ومسؤول عن التطوير والـLobbying في الأزمات والكتابة وإدارة المحتوى والتحرير. بعد انطلاقها منذ بضعة أشهر فقط، تقدّم الوكالة اليوم خدمات في العلاقات العامّة لمجموعة الطاقة «Karadeniz Holding» المُحرَكة في تركيا، إذ استلمت كافّة نشاطاتها في العلاقات العامّة في لبنان، المتمحورة أساساً حول البواخر لتوليد الطاقة التي أمّنتها الشركة بموجب العقد الذي تمّ توقيعه مع وزارة الطاقة والمياه اللّبنانيّة. إضافةً إلى ذلك، قامت Noise بتنظيم مناسبات وأحداث مؤسّساتيّة كبيرة، وكذلك حفل إطلاق التقرير السنوي لوزارة الاتّصالات اللّبنانيّة، وغيرها من النشاطات. ■

إضافةً إلى ذلك، قامت Noise بتنظيم مناسبات وأحداث مؤسساتيّة كبيرة، بما فيها الافتتاح الرسمي لباخرة Karadeniz لتوليد الطاقة Fatmagül Sultan، وكذلك حفل وضع حجر الأساس لمحطّتي توليد الطاقة في الجيّة كما في الذوق، وذلك لحساب مجموعة من الشركات الرائدة في مجالي الطاقة، منها BWSC (الدنمارك) وMAN (ألمانيا) ومؤسّسة حمّود للتجارة والمقاولات HETC (لبنان). فضلاً عن ذلك، نظّمت الوكالة حفل «Let's Connect» الكبير لإطلاق التقرير السنوي لوزارة الاتّصالات اللّبنانيّة، والذي أمّنتها الشركة بموجب العقد الذي تمّ توقيعه مع وزارة الطاقة والمياه اللّبنانيّة.

Almustaqbal Newspaper, June 27, 2013, P. 15

البلد

إنشاء شركة العلاقات العامّة «Noise»

Noise ش.م.م. هي وكالة علاقات عامّة أُنشئت حديثاً في بيروت. عنوان الشركة ("نويز" بالإنكليزيّة تعني "ضجيج" باللّغة العربيّة) يعبّر عن مضمونها! فإنّ هذه الوكالة التي أسّسها جورج نجم، وهو أيضاً شريك مؤسّس ومسؤول عن التطوير والعلاقات مع الزبائن في شركة الإعلانات كليمنتين ش.م.م.، تتعهّد بخلق «ضجيج» حول العلامات التجاريّة لزبائنها وأخبارهم، من خلال تقديم خدمات في العلاقات العامّة والعلاقات الإعلاميّة وتنظيم الأحداث المؤسّساتيّة. كما وتقدّم الوكالة خدمات واستشارات في حقول الشؤون العامّة والـLobbying والتواصل في الأزمات والكتابة وإدارة المحتوى والتحرير. بعد انطلاقها منذ بضعة أشهر فقط، تقدّم الوكالة اليوم خدمات في العلاقات العامّة لمجموعة الطاقة «Karadeniz Holding» المُحرَكة في تركيا، إذ استلمت كافّة نشاطاتها في العلاقات العامّة في لبنان، المتمحورة أساساً حول البواخر لتوليد الطاقة التي أمّنتها الشركة بموجب العقد الذي تمّ توقيعه مع وزارة الطاقة والمياه اللّبنانيّة. إضافةً إلى ذلك، قامت Noise بتنظيم مناسبات وأحداث مؤسّساتيّة كبيرة، وكذلك حفل إطلاق التقرير السنوي لوزارة الاتّصالات اللّبنانيّة، وغيرها من النشاطات. ■

Albalad Newspaper, June 26,2013, P. 13

ليالينا

إنشاء شركة العلاقات العامّة
Noise ش.م.م.

Noise ش.م.م. هي وكالة علاقات عامّة أُنشئت حديثاً في بيروت. عنوان الشركة ("نويز" بالإنكليزيّة تعني "ضجيج" باللّغة العربيّة) يعبّر عن مضمونها! فإنّ هذه الوكالة التي أسّسها جورج نجم، وهو أيضاً شريك مؤسّس ومسؤول عن التطوير والعلاقات مع الزبائن في شركة الإعلانات كليمنتين ش.م.م.، تتعهّد بخلق «ضجيج» حول العلامات التجاريّة لزبائنها وأخبارهم، من خلال تقديم خدمات في العلاقات العامّة والعلاقات الإعلاميّة وتنظيم الأحداث المؤسّساتيّة. كما وتقدّم الوكالة خدمات واستشارات في حقول الشؤون العامّة والـLobbying والتواصل في الأزمات والكتابة وإدارة المحتوى والتحرير. بعد انطلاقها منذ بضعة أشهر فقط، تقدّم الوكالة اليوم خدمات في العلاقات العامّة لمجموعة الطاقة "Karadeniz Holding" المُحرَكة في تركيا، إذ استلمت كافّة نشاطاتها في العلاقات العامّة في لبنان، المتمحورة أساساً حول البواخر لتوليد الطاقة التي أمّنتها الشركة بموجب العقد الذي تمّ توقيعه مع وزارة الطاقة والمياه اللّبنانيّة. إضافةً إلى ذلك، قامت Noise بتنظيم مناسبات وأحداث مؤسّساتيّة كبيرة، وكذلك حفل إطلاق التقرير السنوي لوزارة الاتّصالات اللّبنانيّة، وغيرها من النشاطات. ■

LAYALINA Magazine, August 2013, P. 237

الديار

إنشاء شركة العلاقات العامّة
Noise ش.م.م.

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Al Jomhouriya Newspaper, June 21, 2013, P. 12

البناء

noise

إنشاء شركة العلاقات العامّة «Noise» ش.م.م.

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للراغبين في خلق «ضجيج» حول علاماتهم التجاريّة أو مناسباتهم المؤسّساتيّة، الرجاء الاتّصال بنا عبر الهاتف على الرقم: 961 3 944 111+ أو عبر البريد الإلكتروني على العنوان: georges.najm@noise-lb.com

Al Binaa Newspaper, June 14, 2013, P. 10

الأنوار

إنشاء شركة العلاقات العامة «Noise» ش.م.م.

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Al Anwar Newspaper, June 14, 2013, P. 8

CEOS IN MIDDLE-EAST & COMPANY OF THE YEAR 2019

DECEMBER 2019

PUBLISHED FROM BANGALORE

siliconindia MIDDLE EAST

BUSINESS OF SERVICES

SILICONINDIA.COM

Company of the Year - 2019

The fact which is well known to everyone in today's business world is that, over a period of time, the Middle East (ME) region has become the most rapidly growing business hub in the world. With its incredible potential, the region has turned itself from just desert countries to a base of resources. ME is offering high-quality facilities to businesses along with the favourable environment. It is not just the Oil, Gas and Petrochemicals industry that is surging in the region, but all other industries like the Banking & Finance, IT, and Electronics & Communication, along with various other verticals that are experiencing a terrific time. Two such spaces apart from the above-mentioned industries which are witnessing massive upsurge nowadays are Fire Safety and Public Relations (PR).

Today, there is no dearth of options to select a Fire Safety Consultant, or a PR agency in the ME region; however, selecting the right organization is a big challenge for many. Addressing these fast-paced and growing industries while understanding the complexities involved in choosing the best-suitable organizations, siliconindia Middle-East brings to you 'Company of the Year - 2019', a directory listing the companies which are offering exemplary services in not just fire safety and PR industry but across industries. An expert panel of industry leaders from across verticals, along with siliconindia Editorial Board has performed a diligent evaluation of the industry before listing the front-runners. The companies listed here have distinguished themselves through successful ideation and implementation of practical ideas that complement the market requirements, as well as cater to the end consumer. This listing will assist our readers in selecting well suited and impeccable service providers that will not only help understand the nuances, but also help simplify the approach to such companies.

Company:

Noise PR Firm

Key Person:

Georges Najm,
Founder & CEO

Website:

noise-lb.com

Description:

Adopts a specific methodology that is strictly based on solid data, which the company constantly researches on & analyzes, in addition to leveraging the founder's prestigious wisdom to create exceptional PR campaigns

Noise PR Firm: Moving Steadily Forward with Lots of Noise in Silence

The economic 'slowbalization' is now real across the continents, impacting almost the entire spectrum of businesses. Replicating the world's hottest markets like the US, Europe, and India, the Public Relations (PR) industry in Lebanon is also taking a hit, and clients are earmarking the lion's share of their marketing budget to much cheaper marketing media like social media, depriving the PR firms from their good-old financial privileges. Although going digital is something inevitable, it doesn't necessarily mean that the PR firms should migrate completely to the digital world. It's just that modern problems require modern solutions.

Georges Najm, Founder & CEO

The Client-Centric Modern Solution

Manifesting one such 'modern solution' is Georges Najm, a Senior Communications Consultant, post-MBA University Lecturer, and the Founder & CEO of Lebanon-based Noise PR Firm. Under the aegis of Georges, Noise adopts a specific methodology strictly based on solid data, which the company constantly researches on and analyzes. This amalgamates with the proven capabilities of Georges, who has a strong plinth of knowledge and experience beneath him. Leveraging his unparalleled skills, experience and thought leadership, Noise encrusts over a bunch of specialized services that include media relations, lobbying, crisis communications, and advocacy & public affairs. Over the years, Georges and Noise have been advising numerous top-brass political & corporate decision makers, providing them with strategic consultancy and advisory over major public affairs issues.

> **Noise has been advising numerous top-brass politicians and decision makers, providing them with strategic consultancy and advisory over major public affairs issues**

One among Noise's prestigious clients is Lebanon Reforestation Initiative (LRI). Lend your ears to LRI's Director, Maya Nehme, who echoes her sentiments, "Noise has helped us create and scale an integrated PR strategy. They have a deep understanding of our objectives and consequently created story ideas and media angles that helped us in building our profile in front of the right audience". It's exemplary the way Noise builds a strong relationship with its clients based on trust by considering them as partners and putting technology to good use.

For instance, Noise's media intelligence team uses cutting-edge tools and technologies to provide real-time capabilities in order to ensure that the clients receive detailed reports that affect their businesses. Assurance that they don't miss any important information allows the clients to take informed decisions with confidence and launch strategic projects. To make it even rosier, the company is developing a common messaging platform which will serve as a base for any kind of communication with the client.

Going a step further, Noise also helps its clients build or create their master narrative that they want to present to different stakeholders of the organization. "We think and act proactively throughout our contractual cooperation with the client and constantly update them with our strategies to match their dynamic requirements," asserts Georges, who recently conducted a branding conference with more than 500 CEOs present. He adds, "We never propose any client the same idea from another pitch that was rejected. I take pride in saying that we suggest original ideas and provide totally customized services".

Success Path

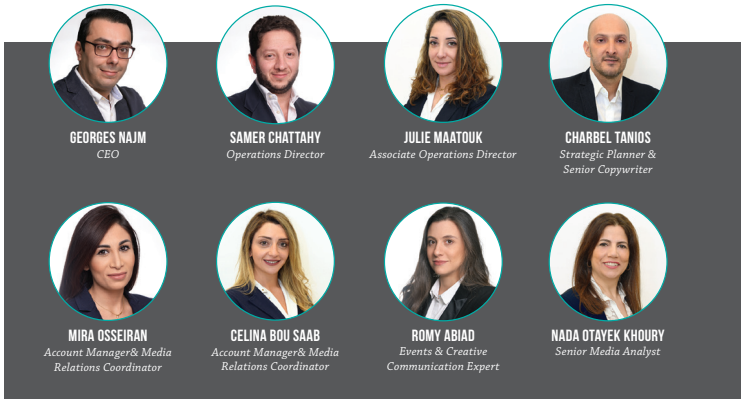
Came into existence in 2013, Noise today is one of the biggest standalone PR firms in the country, being home to more than 20 seasoned PR professionals and serving a spectrum of institutions and corporations in the region. There has been no secret sauce in this success, but creating and developing original ideas. As an icing on the cake, it also provides specialized event management services, creating 'noise' around it. Noise is moving forward despite the tides of economic slowdown. si

Lots of Noise in Silence

noise PR FIRM

Established 2013

HQ: Lebanon
Services: Communication Consultancy | Media Relations | Media Intelligence | Events Management | Copywriting and Editorial Services | Public Affairs and Lobbying | Crisis Communications | Reputation Management | Corporate Communications | Financial Communications | Media Engineering | Social Media & E-Reputation Management
Staff: 17
Offices: 3



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ArabAd Magazine, Sep/Oct 2019

COPING WITH DIFFICULT TIMES

CEO NOISE, Partner and Managing Director, CLÉMENTINE

EMERGENCY PLAN
Lebanon has unfortunately been living, for years now, in a truly difficult economic phase. Economic growth is terribly slow, even non-existent. The market seems to be in freezing situation. Companies are generally afraid to invest and to develop their businesses. There is a trend of "keeping the dollars safe", which communication practitioners face on a daily basis. This being said, giving in is never an option. Corporations should absolutely create opportunities and invest in tough times! As a matter of fact, this is certainly the only way out… In this regard, the advertising industry is suffering from the ongoing crisis and got caught in this vicious economic downturn. The role of advertising players should be reinvented and create substantial value to the clients. They should guide their partners through difficult times and supply them with the proper consultancy, while tackling positively the current market situation. Our history shows that we have witnessed several harsh crises, yet, we remained resilient and adapted our ways to survive and win. Thus, we have responsibility to convince our clients that, in these tough times, we need to invest and do our part in pulling the economy from its down lows. As a matter of fact, advertisers can use periods of insecurity to communicate reassuring messages to their audiences, and here, agencies should be convincing, then conceiving, and emitting these messages to win the masses.

LET'S FOCUS ON DIGITAL MEDIA
Undoubtedly, digital and social media revolutionized the way that communication is carried. We all know that advertising has had its glory days and been a social catalyst of change in its beginnings. It has evolved throughout the times of technological and economic innovations, considerably modernizing itself. Today, the digital and social media trend is taking much of the advertising industry's spotlight. We are seeing a major shift towards the digital channels as more budgets are leaning towards these new platforms and are stripped from traditional outlets. Ad agencies can play this card, creating new campaigns, new concepts, new productions, new methods… They can recruit a new and different type of clients that (eventually) pay less but which will be certainly on the rise, while put on the right track. However, they must keep in mind that advertising in the traditional sense of the term will remain the original spring board from which brands blossom and create their notoriety, and this is particularly relevant for Lebanese brands in spite of the new digital reality.

REKINDLE CREATIVITY
Creativity has always been the bread and butter of our Lebanese agencies. Actually, it became the Lebanese trademark, as fragrances and wines are the pride of the French. It is the "ideas" industry. And that's exactly what we say to our clients. Yet, we are unfortunately seeing a drainage of creative concepts, and we are not living up, at least in this market, to the industry's expectations. That is why we need to rekindle our creative potential and reinvent advertising concepts and ideas. In this sense, schools and universities have a big role in spurring the fire of creativity and inspiration to create executives who have abundant communication skills flowing with a rich stream of thoughts to rival the highly competitive markets of Dubai and the GCC that brilliantly managed to establish themselves as the "creative hub" of the region.

EXPAND
Given the challenging situation we are facing in the local market, and in light of the huge responsibilities that advertising agencies have towards their employees, their partners and their clients and to ensure their survivability, it is of utmost importance for local agencies to expand outside Lebanon with so many untapped markets, thirsty for Lebanese talents. Taking the plane, moving constantly, is a survival element. Agencies do not necessarily need to open offices abroad, if small actors don't have the means to. They can simply tour, prospect, present, sell, produce locally, pitch abroad, and bill from Beirut. It is a way to survive on the individual level. On a more important macro level, it is a precious way to export ideas against dollars in…

INVESTING IN TRAINING LOCAL TALENTS
Finally, one of the key elements to survive this crisis is for advertising agencies to start seriously investing in the Lebanese human capital, the existing one. In difficult and uneasy times, instead of recruiting low-caliber human force and cutting expenses, retain what you have and train them. This human capital was always the cornerstone and the engine of the Lebanese economy, and most particularly the advertising industry. It is crucial to adopt continuing education and training as a means to allow these professionals to cope with the growing challenges they face on a daily basis, to adapt to change, to counter the hardships in convincing their clients to spending money on advertising, and to keep up with new realities in the market.

noise
PR - EVENTS - MARCOM SOLUTIONS

Lots of Noise in Silence

GEORGES NAJM
Managing Partner – Director

SAMER CHATTAHY
Operations Director

CHARBEL TANIOS
Strategic Planner & Senior Copywriter

ELIANE MOUKHEIBER
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MIRA OSSEIRAN
Media Relations Coordinator

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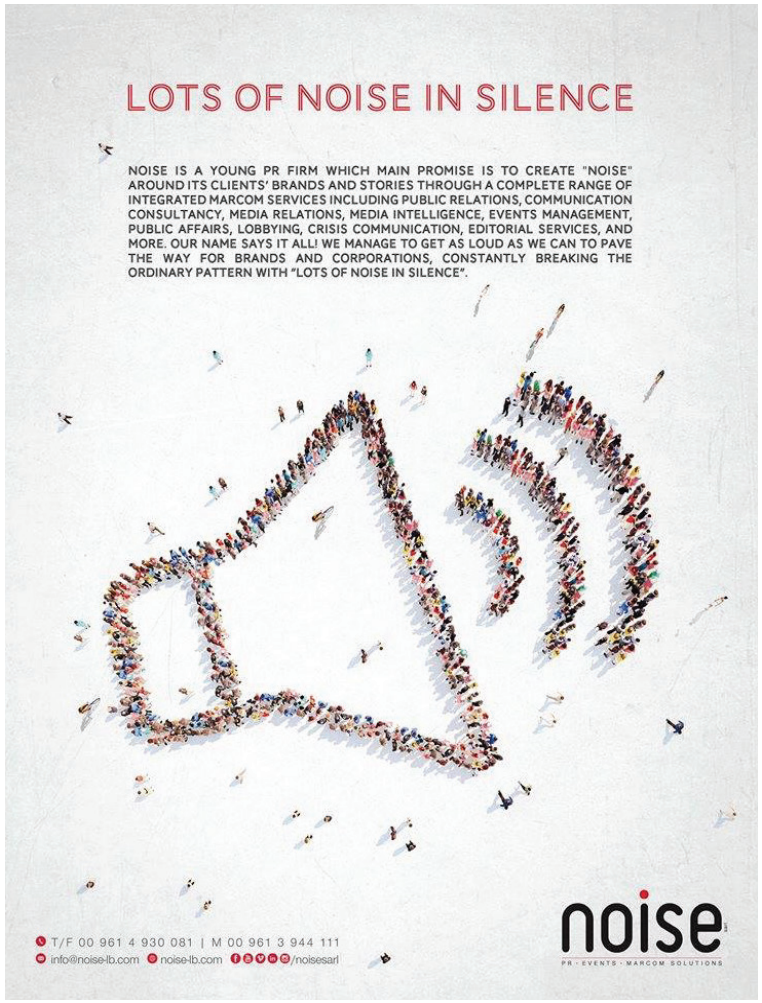
ESTABLISHED 22/01/2013

HQ: Mtayleb Main Road, Metn, Lebanon
Offices: Beirut Central District, Lebanon
Services: Communication Consultancy | Media Relations | Media Intelligence | Events Management | Copywriting and Editorial Services | Public Affairs and Lobbying | Crisis Communications | Reputation Management | Corporate Communications | Financial Communications | Media Engineering | Social Media & E-Reputation Management
Staff: 17
Offices/Countries: 2

CLIENTS

Beirut Municipality - City of Beirut | Karadeniz Holding (Owner and operator of powerships Fatmagül Sultan and Orhan Bey) | Karpowership Lebanon | Lebanese Republic - Ministry of Foreign Affairs and Emigrants | Lebanese Republic - Ministry of Energy and Water | Lebanese Republic - Ministry of Economy & Trade | Visit Lebanon | Cigna Corporation (NYSE:CI), A Leading Global Health Services Company Based in the US. | Rotary club, District 2452 | Primesouth | Cedrus Bank | Holy Spirit University of Kaslik (USEK) | Microsoft Lebanon | ed Bull Lebanon | Buta Films (Russia) | Blue Sound SAL | Grey Matter Business Advisory | Telegraph Capital Partners | MIC 1 | Alfa | UMP Liban | MP General Chamel Roukoz | MP General Antoine Pano | Former Minister Nicolas Sehnaoui | Boecker, Public Health Company | Careem, 1st ride-hailing App in the Mena region | Bacardi Group, for Dewar's, Grey Goose and Martini brands | Dyar Trading & Contracting | Chateau Belle-Vue Winery (Bhamdoun, Mount Lebanon) | Adyar | Le Télégraphe | Averda Group | Sukleen SAL | RAMCO Waste Management | Everteam | Le Mythe – Cercle Privé | Joumana Haswany (Painter, Artist) | Joyce Azzam (Mountaineer) | Mazen Abboud (Writer) | Juliana El Haddad (Painter) | Lebanese Disapora Energy | LDE | Patrouille Des Sommets | General Foundation | LRI, Lebanese Reforestation Initiative | US Lebanon Tech Hub | Plus Properties



ArabAd Magazine, October 2018, P.56

COVER STORY

MAKE SOME NOISE

Beirut's Noise wants to be the most professional independent PR firm in Lebanon. But first it has to negotiate the country's challenging market

Things are changing in Lebanon as they are changing worldwide, yet the changes aren't as fast as they are elsewhere," says Georges Najm, founder and general manager of Noise PR & Events.

Najm is a straight talker. He is detailing the obstacles that restrict Lebanon's PR industry from advancing: a lack of good talent and resources; the turbulent economic outlook; and the slow and overly bureaucratic nature of Lebanon itself. "It's a slow country," he says with barely contained exasperation.

If the PR industry in Dubai and the rest of the world is in a protracted period of transformation, it is still playing serious catch up in Lebanon. Old school public relations practices are alive and kicking, diversification is limited, and the positioning of PR within companies is sometimes misguided.

"I would like better human resources and more professionalisation of the industry," says Najm, who founded Noise in Beirut in 2013. "I would like to see more and more use of new media tools – everything pertaining to bloggers and social media influencers we are still improvising on. I would like to see it more scientifically managed.

"[But] this takes time, it takes research, it takes training, and it takes lots and lots of trial and error. It will take money and it will take a few years, but things have to go this way, otherwise you cannot survive."

Yet the old ways are alive and well in Lebanon, says Najm.

"If you don't have solid media relations, you cannot claim to be a PR firm. If you don't have lobbying power, advocacy, and public affairs power, the ability to get things done and open doors, you can't claim to be a PR firm. If you don't have impeccable writing skills, and if you don't have impeccably well organised crisis communications cells with proven delivery and track records, you cannot claim to be a PR firm.

"People want them," he admits. "You still have press releases, you still have traditional media interviews, you still have TV coverage, you still have all of that. And we're still doing them, applying new methods and new techniques, but we're still doing them the old way. Until now they did not die. So let's be realistic. We still have print, we still have radio, we still have TV and clients are still asking for them. They're still asking for TV interviews, they're still asking for press releases, even though the press release as a tool is dying worldwide."

All of this could be viewed as an opportunity for Noise, a young and independent PR agency that seeks to be recognised as one of the most innovative and professional agencies in the country. With a core offering of events management, PR and media relations, it aims to take an even bigger share of the market than it already has, with Najm critical of many of the other agencies circulating in the market.

"There are no more than 10 agencies who do business the way business should be done, and who deliver the way they should be delivering," says Najm. "It's about the business they have and the services they deliver. Organising a wedding is not the job of a PR firm. If you have an agency that is organising weddings and organising parties for bachelors, you can't claim to be a PR agency. I have a problem with positionings in Lebanon.

"If you don't have solid media relations, you cannot claim to be a PR firm. If you don't have lobbying power, advocacy, and public affairs power, the ability to get things done and open doors, you can't claim to be a PR firm. If you don't have impeccable writing skills, and if you don't have impeccably well organised crisis communications cells with proven delivery and track records, you cannot claim to be a PR firm."

Najm, who is also the co-founder and managing partner of advertising agency Clémentine, knows that the use of social media is slowly transforming the country's PR scene, with influencers and video content slowly but surely increasing in importance.

"If you don't do social media you are dead," says Najm, who advises many Lebanon's top-brass politicians. "Lebanese people have PR in their genes but they don't have it in a professional way. With some training and some institutionalisation of the new tools things will definitely go forward in a better way."

Noise's strategy going forward?

"We are aiming to be the biggest independent PR firm in Lebanon, and the most professional independent PR firm in Lebanon," he replies. "The action plan is to recruit the proper talent to support big accounts, to recruit big corporations, and to keep delivering and making Lebanon's name shine as a PR destination. - **I.A.**

LOTS OF NOISE IN SILENCE

NOISE SARL IS A YOUNG PR AGENCY WHOSE MAIN PROMISE IS TO CREATE "NOISE" AROUND ITS CLIENTS' BRANDS AND STORIES THROUGH A COMPLETE RANGE OF INTEGRATED MARCOM SERVICES INCLUDING PUBLIC RELATIONS, COMMUNICATION CONSULTANCY, MEDIA RELATIONS, EVENTS MANAGEMENT, PUBLIC AFFAIRS, LOBBYING, CRISIS COMMUNICATION, EDITORIAL SERVICES, ACTIVATION, AND MORE. OUR NAME SAYS IT ALL! WE MANAGE TO GET AS LOUD AS WE CAN TO PAVE THE WAY FOR BRANDS AND CORPORATIONS, CONSTANTLY BREAKING THE ORDINARY PATTERN WITH "LOTS OF NOISE IN SILENCE".

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PR · EVENTS · MARCOM SOLUTIONS

ArabAd Magazine, September 2017, P.10

THE LOCAL AD INDUSTRY SCREAMS FOR CHANGE

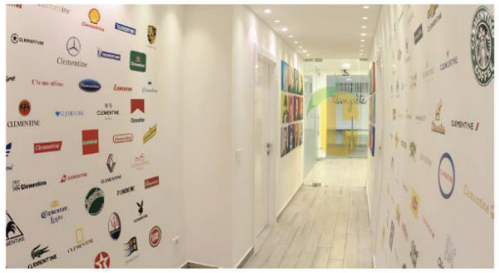
Georges Najm, partner and director of advertising agency Clémentine and sister company Noise PR, talks to *ArabAd*, in an exclusive face-to-face interview, about the critical concerns he has related to the shameful state the ad industry is currently in. He also provides solid reasons why that is so and makes realistic suggestions on how to fix what is still worth saving.

Sitting in his moderately-sized office decorated with rows of model airplanes and helicopters, Najm a meticulously well-kept middle aged man with an unusual flair for aviation, launches with vigor right into the matter saying, *"The Lebanese communication scene is in urgent need for a complete make-over!"*

Without being asked to explain and before hurling into why that is the case, he took a deep breath as if trying to restrain himself from bursting out and said, *"In the seventies, eighties, and early nineties, Lebanese professionals of all categories such as advertisers, ad agencies, media specialists, and production houses were the 'lords' of the regional communication industry."*

Taking a moment to compose himself, he continued in a significantly-lower tone as if in mourning, *"We, since then, have diverged from that reality and are currently operating on survival mode."*

He attributes such decay to a number of factors chief among them is the economic and political situation dominating the region. This in turn has forced him to take on responsibilities that previously would never have been his charge. *"Today I find myself wearing two hats, one of a businessman and the other of an ad man,"* he said.



The reason is mainly because the industry has not experienced growth in years. On the contrary, it has been on a deadly downward spiral headed straight to hell. *"It is a fact that when the economy suffers, so do corporations. In this case, the first thing that happens is they cut advertising and communication expenses. There is nothing we can do in this matter. What used to happen is that agencies convinced clients that they should invest because that would work to their advantage when there is a course correction. This, no longer is the case,"* he said with a mournful tone.

The problem is further compounded when considering the lack of creativity, which has sadly become commonplace, if not the standard. With grave disgust, Najm asked, *"Why, would a client, trying to squeeze every penny, invest in media when the overall result will be spectacularly-mediocre?"*

Following up that question with an answer, he communicated two significant points related to quality, which in the past ten years has been thwarted due to the emergence of non accredited 'educational institutions' affording the underprivileged a degree in just about anything.

"After posting an opening for a copywriter at our agency, I received over fifty CVs none of which fit the bill. This never used to happen," he said with an expression of a man going insane.

Hesitating for a second, he smiled before continuing, *"The country's newest 'ad agencies', are comprised of a three-man team operating out of a two-room space!"*

This kind of operation, if one may even call it so, is based on a local 'know-it-all' mentality, a quality the Lebanese take great pride in. *"How are these agencies different from the hundreds of unlicensed car service shops specialising in the repair of 'ALL kinds of cars?"* Najm asked with a dumbfounded look.

While most, if not all agree, that drastic measures need to be taken to rectify the state of the communication industry, attempts at drafting laws to that effect have proven, futile. However, Najm remarks, there are plenty of options to consider and decisions to be made that could benefit all players one way or another.

"For us to achieve any meaningful growth, we need to alter the way we view the industry. For one, the 'me-first' mentality needs to be removed from the equation as that is tremendously detrimental in every respect," he said with a cautioning tone.

Another suggestion put worth is to allocate media budgets in a more efficient and cost-effective way considering that the days when clients would shell-out hundreds of thousands of dollars on a 30-second TV commercial are long gone.

"The tools at our disposal today are insanely powerful, unbelievably effective, and exceptionally-affordable. Yet because of 'dinosaur mentalities' and a superficial understanding of these, their deployment remains, limited," he said moving his head from side to side.

Lack of professionalism when it comes to local media *'actors'*, or as they like to call themselves, *'representatives'*, is yet an additional hurdle in need of serious reform.

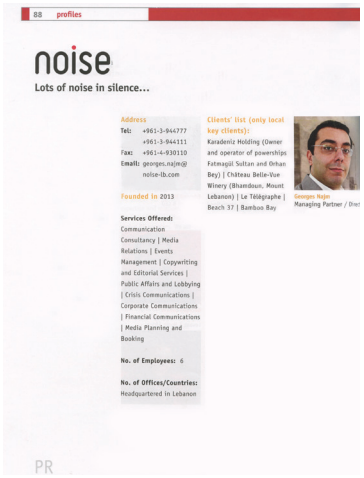
While everyone is expanding their services in pursuit of 'more', some media organisations have taken an unprecedented step in that direction.

"If you own a product that you have allocated $10,000-15,000 to advertise, you now have the option to hand a brief to a TV station who in turn will produce and air the commercial," he revealed.

In regressing to a 'do-it-all' mentality as the only means to stay afloat, the roles of various media institutions, which were clearly defined, have now almost blurred entirely.

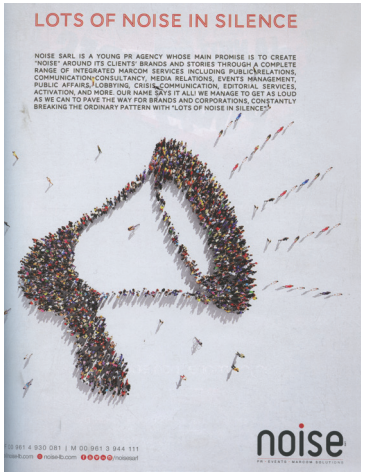
"There are many easy ways today when tacking complex problems. Brands will continue to communicate but will shift the way they do so and Lebanese media and advertising agencies need to grasp this reality to effectively service the brands they have rather than fall prey for more," Najm concluded as he rose and turned his gaze to admire the beauty of the setting sun. **J.H.**

ArabAd Magazine, October 2016, P.26 / 27



ArabAd Magazine, October 2013, P.88

ArabAd Magazine, July 2015, P.23



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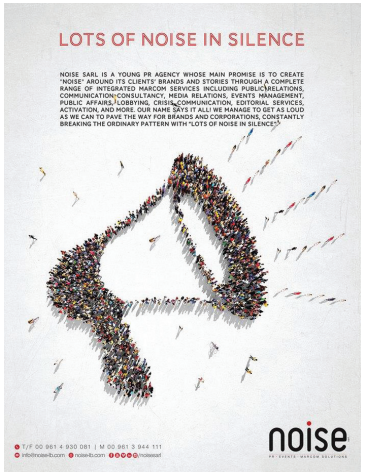


ArabAd Magazine, October 2016, P.90

AGENCY RATE CARD

Public Relations

DESCRIPTION OF SERVICES	PRICE
MEDIA EVENT MANAGEMENT (Press Conference, Launching, Media Briefing, etc.) **PRE -EVENT** • Media invitations and follow-up, RSVP media service. • Preparation of press kits to include: press releases in 3 languages, fact sheets, etc. • Coordination with suppliers (hostesses, venues, photographer, etc.) **MEDIA EVENT** • Set up of the press office on premises • Media check list • Distribution of press kits • On site coordination with suppliers • Distribution of gifts and giveaways **POST-EVENT** • Finalization of media attendees list • Sending of pictures to non-attending media • Distribution of press kits to non-attending media • Follow up • Monitoring • Final Report **MEDIA RELATIONS** • Developing one press release in three languages (Arabic, English & French) • Creating all materials to be used in press platforms, including fact sheets, speeches, written interviews, and features in Ariabic, French and English • Coordination of respective pictures where relevant • Dispatching to respective media • Monitoring • Final report and analysis	**$ 8,000 - 14,000**
Preparation & Organization of 1 interview	**$ 1,500**
Press Release (One language)	**$ 1,000**
MEDIA Media Audit - Monitoring of articles and news relevant to sectors of interest of the client, in online, print and audiovisual media. - Preparation of reports on media coverage and sectors news on daily and monthly basis.	**Starting $ 5,600 / month**
Distribution of one press release + Monitoring	**$ 3,000**
Article Placement	**$ 1,500**
Media Trip Organization	**$ 8,000 - 15,000**
Networking (per meeting with potential business partner)	**$ 1,500**

Copywriting and Content Management

DESCRIPTION OF SERVICES	PRICE
CREATIVE COPYWRITING (One language)	
• Corporate Slogan Creation	**$ 1,500 - 3,000**
• Radio Ad Body Text	**$ 1,500**
• TV Release Text	**$ 2,000**
• Press Ad – Headline and Body Text	**$ 1,500**
• Website content (depends on difficulty length)	**$ 2,500 - 3,500**
• Flyer (1 side page or 2 sided document)	**$ 1,000**
• Brochure/Company Profile	**$ 2,000 - 4,000**
• Advertorial page	**$ 1,500**
• Facebook page information	**$ 1,500**
REGULAR TRANSLATIONS (Per page per language)	
• Informative documents, internal documents, etc.	**$ 150**
BUSINESS & STRATEGIC SERVICES	
• Contracts drafting	**$ 200 per average A4 paper**
• RFP responses preparation	
• Corporate and business letters	
ADAPTATIONS	
• Corporate Slogan	**$ 900**
• Radio Ad	**$ 500**
• TV Release	**$ 700**
• Press Ad – Headline and Body Text	**$ 500**
• Website content (depends on difficulty length)	**$ 1,000 - 2,000**
• Microsite	**$ 300**
• Flyer (1 side page or 2 sided document)	**$ 300**
• Brochure/Company Profile	**$ 450 - 800**
• Advertorial page	**$ 300**

Events Management

DESCRIPTION OF SERVICES	PRICE
CONCEPTION, EVENT MANAGEMENT & EXECUTION (from A to Z) • Agency fees depending on events scope, size and required staff	**$ 18,000 - 45,000**

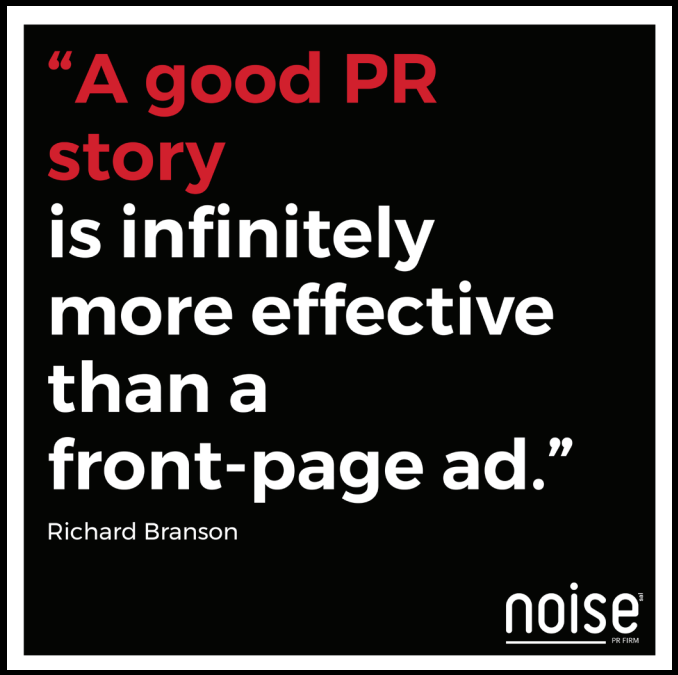
PR & Media Relations Services
Retainer Fees Formula

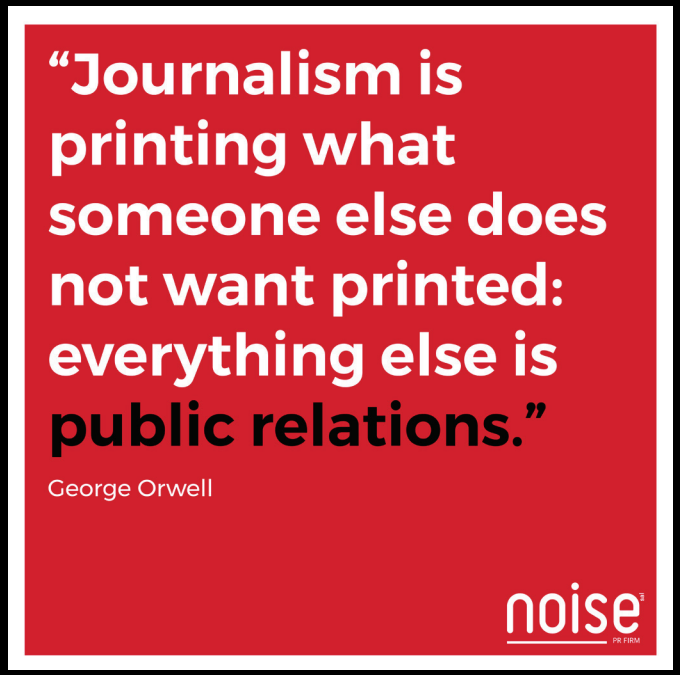
Our PR Firm Retainer Fees vary between **6,000 USD** and **15,000 USD** VAT excluded per month, depending on the scope of services covered, the frequency and volume of the client's requests, as well as the human capital size dedicated to the account in question. The agency services to the retained clients cover a very wide array of PR services including advisory, media reporting and analysis, all types of copywriting and editorial services in 5 languages (Arabic, English, French, Spanish, and Chinese), full events management services, media relations, media services, media buys, protocol services, crisis support and management, and others.

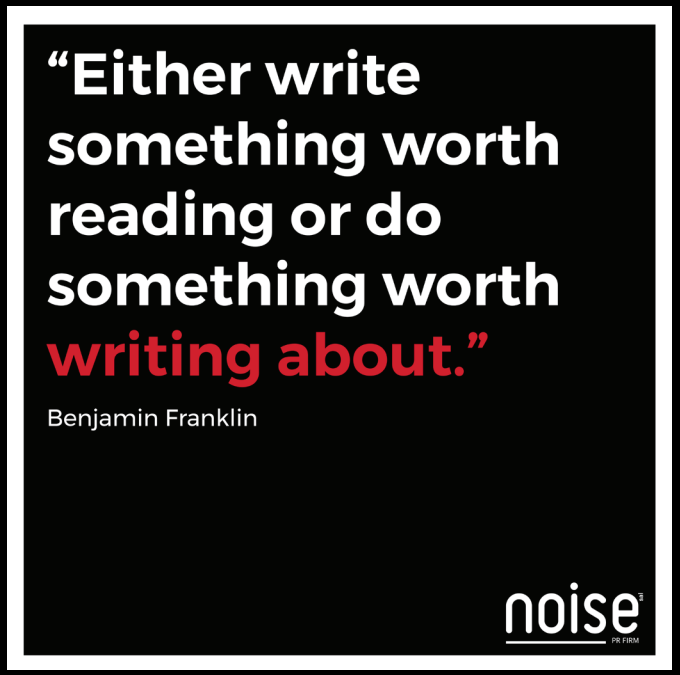
The exact retained above-mentioned fees have to be confirmed in detailed quotations and contract, following a briefing session with each client and a preliminary analysis of the requests, made on an annual projection basis. The above retainer figures exclude:

- Out-of-pocket media expenses.
- Media invitations, trips, and events expenses, which are subject to 10 % agency supervision fees.
- Other Events productions fees which are centralized at Agency and subject to 10 % events agency fees.

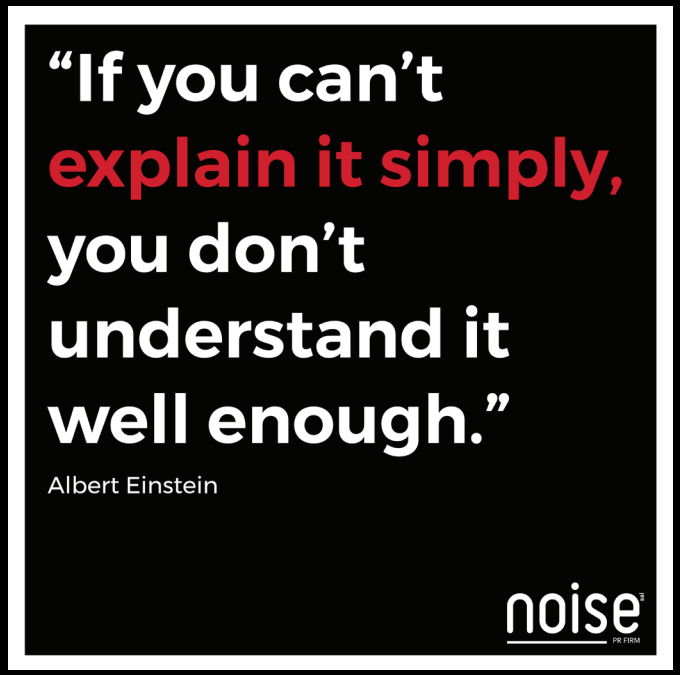
“The most important thing in communication is hearing what isn’t said.”
Peter Ducker
noise


“A good PR story is infinitely more effective than a front-page ad.”
Richard Branson
noise


“Journalism is printing what someone else does not want printed: everything else is public relations.”
George Orwell
noise


“Either write something worth reading or do something worth writing about.”
Benjamin Franklin
noise

“PR is performance and recognition.”
Douglas Smith
noise


“If you can’t explain it simply, you don’t understand it well enough.”
Albert Einstein
noise

noise

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