

The Journey of Public Relations

**Presented To:
World Communication Forum – Geneva
March 15th , 2017**

**Presented By:
Loula Zaklama
Rada Research & Public Relations Co.**

Egypt: The Cradle of Civilizations



Alexander The Great



Alexander the Great

The Father of Public Relations

A detailed painting of Alexander the Great on horseback, wearing ornate golden armor and a red cape, holding a sword aloft. The background shows a city with classical architecture.

➤ **Communicate**
➤ **Convince**

➤ **Inform**
➤ **CSR**

What About PR Today

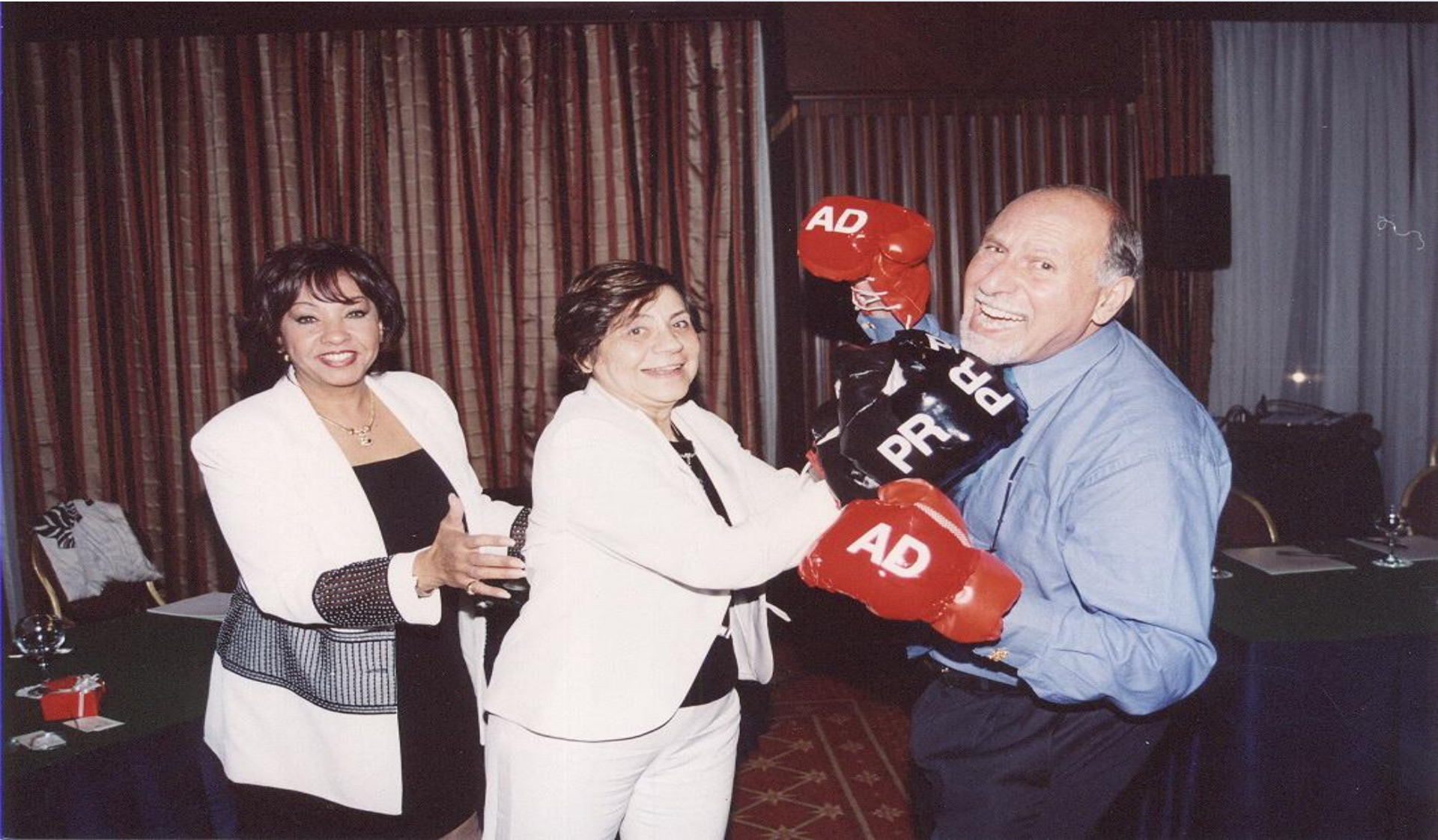
What happened since then???

We faced challenges.

Understood As Protocol



PR vs. Advertising



CSR

**The concept was almost
not there.**

Achievements

- **Total divorce from advertising and protocol**
- **A stand alone appreciated industry**
- **Introduced CSR as support to the business**

WHY AM I TAKING YOU BACK TO HISTORY AND BACKGROUND ABOUT PR?

The Image Of Egypt

- **Egypt went through 2 revolutions, outset of 4 presidents in the span of 5 years.**
- **Result.**
- **Revolution misunderstood as a Coup D'état, affecting its image**
 - **No security**
 - **No tourism**
 - **No investment**

Restoring The Image Of Egypt

Adopting Two campaigns and a CSR:

- **Egypt is open for business (Investment)**
- **Egypt is a safe country to visit**
- **CSR program**

Investment



Tourism



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Conclusion

Over and above all the efforts undertaken by the government to meet the challenges and raise Egypt on the top of the pedestal where it belongs, the power of communication proved to be the most effective.





Egypt loves you

Come and see for yourself...