

Effective Communication

For new perspectives on the fertilizer industry



28-29 October 2019

📍 DUBAI, UAE

Sheraton Mall of the Emirates Hotel

**SPECIALIZED MEDIA WORKSHOP
IN FERTILIZER PROMOTION**

Promote The Fertilizer Promote The industry

Media & Public relations is the communication science that deals with delivering information from an organization, firms or public figure to a specific selected audience. It also a very crucial old science used to promote the goods, services, even a certain image of their clients, which include business and industrial companies, or non-profit organizations. Media & communications or PR. All are working together; writing and distributing press releases or organizing and managing press conferences to generate publicity. The Media & PR materials that will be presented through this workshop offers a



dedicated program that will combine Media & Communications with other disciplines, along with best practices and Examples straight from a practical field, with presentations from high profile market leaders, beside the stories of the corporate communications successful transitions, while moving to the B2B and B2C perspectives of the fertilizer industry as a crucial matter for everyone working in media for the fertilizer industry, plus other aspects in the media value chain. The workshop program is a real valuable opportunity and big hub of knowledge sharing . Join us today



MEDIA & Communication Workshop Program

This workshop is highly interactive and will prompt participants to reflect on their current practices and knowledge. The Experts will guide and facilitate learning using a wide range of methods including direct input, discussions, case studies and best practices in the agriculture field



WHO SHOULD ATTEND ?

This workshop is for Media & Communication professionals they would benefit from learning media training skills such as :

- Operational marketing managers
- Brand managers
- Media & Communication officers/Supervisors/Managers
- PA officers officers/Supervisors/Managers
- PR officers / key personnel
- Publicist / press divisions



2 Days

Workshop sessions
will start at 4 PM



Workshop Language

English & Arabic



SCAN FOR VENU
LOCATION

Dubai is located on the Eastern coast of the Arabian Peninsula, in the south west corner of the Arabian Gulf. It is extremely well known for its warm hospitality and rich cultural heritage, and the Emirati people are welcoming and generous in their approach to visitors. With year-round sunshine, intriguing deserts, beautiful beaches, luxurious hotels and shopping malls, fascinating heritage attractions and a thriving business community.



WHAT YOU WILL BENEFIT FROM THE WORKSHOP PROGRAM

- Shared methodological approaches to better promote the fertilizer sector
- New ideas to put in place in the respective communication strategies of companies
- Providing the right Feedback and Insights
- Increased preparedness in case of crisis
- **Business Intelligence:** focus on reporting techniques and media and their current and future value to global fertilizer trade. " Business case "
- A network spirit to break down practices and continue sharing
- Effective Media communications for Marketing
- Meet the Media Experts and get closer to their wide field experience
- Roles behind the Media & Communications Professionals
- **Different Case Studies :** in media and communications field come up with real transition cases and best practices from the market leaders experiences.

A NEW COMMUNICATION DYNAMIC FOR A NEW PERSPECTIVES ON THE FERTILIZER INDUSTRY

- Best practices and trends / effectiveness of strategies and approaches
- Raise awareness of the importance of an active, dynamic and innovative communication strategy in the fertilizer industry sector
- Open on non-fertilizer experiments and draw parallels with other sectors with similar situations
- Mapping the key players in the media value chain that need to be integrated into strategies
- Reflect on the impact measurement of actions carried out
- Draw participants' experiences: what pays off & what can be increased
- Open on innovations that can be valued, both in a B2B and B2C perspective of the fertilizer industry
- Think about communication organizations: structuring teams, skills, contributors
- Anticipate and be ready in crisis case
- Contribute to the dynamics of a network of communicators and define the methods for sharing best practices

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Seminar attendees can stay at **Sheraton Mall of the Emirates Hotel**

The hotel is a short distance from downtown Dubai, Media City and the Dubai World Trade Centre and just minutes from celebrated sites, including Jumeirah Beach, Wild Wadi Waterpark and Ski Dubai.



- Workshop Location -
Sheraton Mall of the Emirates Hotel Dubai, UAE

Simply complete this form and return it to AFA Conference Service by : **E-mail:** afa@arabfertilizer.org

- First Name:
- Family Name:
- Name on badge (max. 14 characters)
- Job Title: • Company Name:
- Business Address:
- Country: • Tel:
- Fax: • Email:

REGISTRATION FEES:

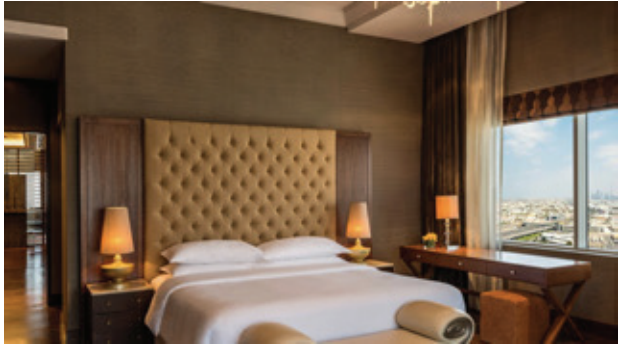
AFA Member

US \$ 1300/ per delegate

☐ Please do not publish my contact details on website list of delegates.

ACCOMMODATION AND VENUE

Venue: **Sheraton Mall of the Emirates Hotel**



ACCOMMODATION RATES		
Single Room	USD	166
Double Room	USD	200

Flight Details

• Arrival date:

• Flight #.....

• ETA

• Departure Date:

• Flight #.....

• ETD

Signature:

Date:

METHOD OF PAYMENT:

- ☐ Cheque
- To the order of Arab Fertilizer Association (AFA)
(Pls. include delegate's name attached with cheque)
- ☐ Bank Transfer
- to AFA Account: Arab Fertilizer Association
(CIB) Commercial International Bank - A/C No: 100009870533
Swift code: CIBEEGCX-020 - Nasr city branch – Cairo – Egypt
Bank transfer should include:
Name of the company; Name(s) of the delegate(s), Invoice number
All transfer charges must be paid by the transferor.
- ☐ Cash

CANCELLATION AND REFUND

- If you must cancel, your refund request must be received in writing and postmarked no later than 14/10/19 in order to receive a full refund, less a 25 percent administrative fee. **After 20/10/19 all registrations will be non-refundable.**
- No refunds will be granted after this date and no refunds for no-shows. Telephone cancellations are not accepted. Refunds take six to eight weeks to process after the Event.
- Registration fee must be paid to AFA, on the other hand; accommodation fee must be settled with the hotel reservation directly

Visa terms and conditions

As well as the application form and the credit card authorization form. The visa requirements document will guide you through what is needed to obtain a visa and also give you an estimated timeline for the process. Please find below required documents for your reference:

REQUIRED DOCUMENTS:

1. Filled-out and signed Visa Application Form (attached)
2. Credit card authorization form (attached)
3. Colored copy of passport
4. Colored passport sized photo
5. Signed Visa Terms and conditions

CHARGES:

1. AED 350.00/-net per visa (Non refundable)