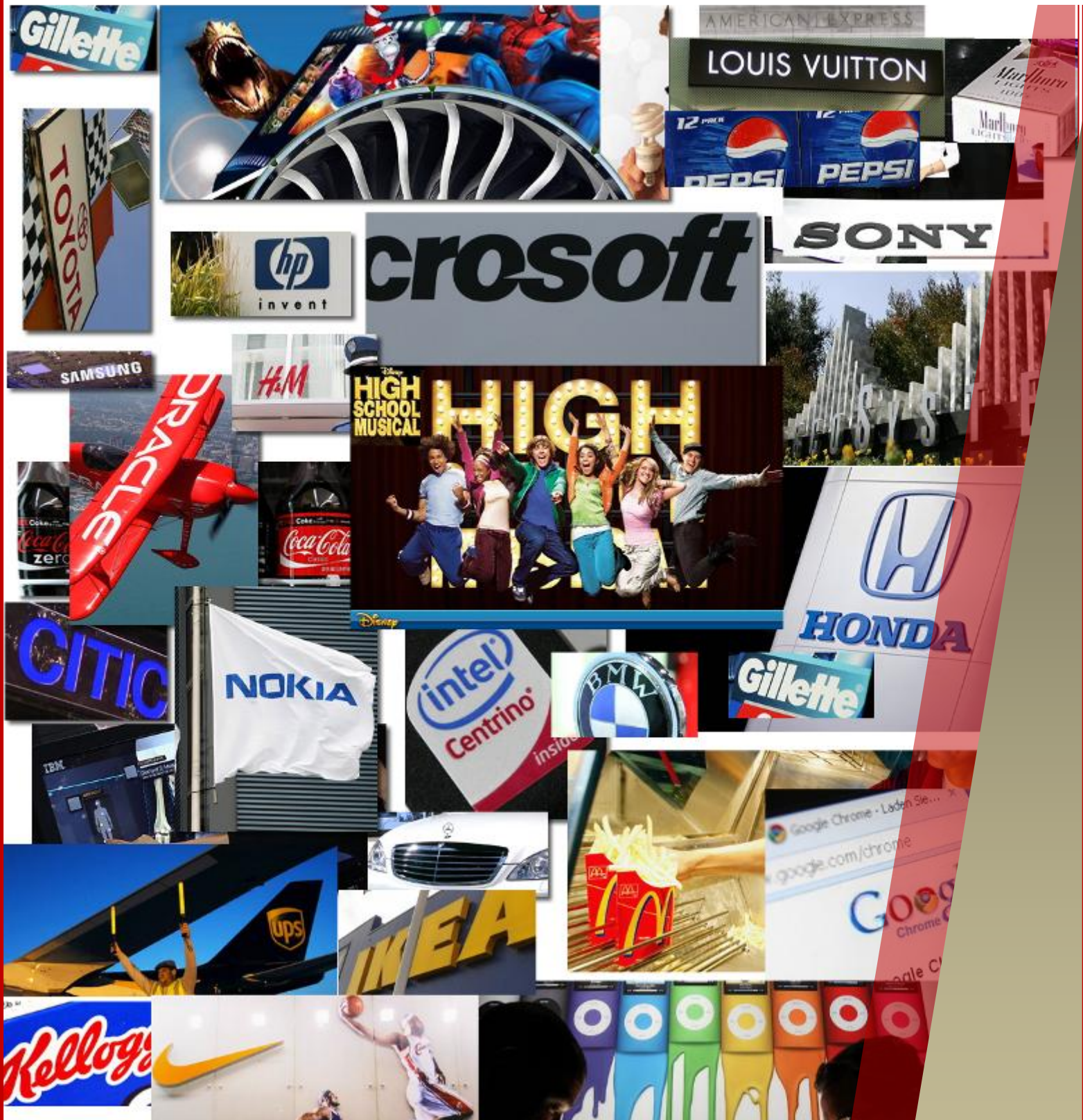


Corporate
Communications
Conference & Workshop

www.ccgulf.com

Exclusive meeting place for Marketing, Branding,
PR, Media and Corporate Communications
Professionals in the region

23 - 25 November 2010 | Kingdom of Bahrain



Corporate Communications Conference 2010 is back! And this time it is bigger and bolder. Roshcomm presents the **Second Annual Corporate Communication Conference and Workshop 2010**, an exclusive meeting place for Marketing, Branding and Communication professionals



The annual Business event for **Corporate Communications Professionals** provides a unique opportunity for Brand owners, Branding Agencies, Senior Management to come together and hear from distinguished speakers who are leaders across the business, Government, and NGOs. This year's conference, entitled **The Crisis is Over! What Next?**, will be held November 23-25, 2010 at the Crowne Plaza Hotel, Kingdom of Bahrain

The CC Gulf Conference 2010 aims to deliver both the breadth and depth of information you need to generate the new ideas that will drive your business to the next level. Our two days are information-packed with a full view of brand management coverage, including topics on Innovation, Advertising, Brand Strategy, New Media, Trends, ROI, CSR, Leadership and more! Designed by industry leaders and branders, we understand that your role as a brand marketer is multi-faceted and complex. As such, this conference throws out the traditional narrowly-defined agendas in favor of a holistic approach to brand management. Regardless of your target's definition and demographics, you will leave our two days event with great ideas that you can immediately apply to your brands, your teams, your organization and yourself. The CC Gulf Conference is full of engaging, dynamic speakers who are best-selling authors, industry mavericks and world-renowned experts. And by covering a broad range of topics they will deliver both the breadth and depth required to truly generate fresh, energized ideas for your brand.

Participation in the Conference enables you and your organisation to share your experiences and engage in active discussion about future branding careers, the meaning of personal success in the world of marketing, and brand domination characterised by leadership.

SPONSORSHIP OPPORTUNITIES

We have more than 8 sponsorship categories, each aimed to address your specific needs. We also offer flexible, customised packages to suit your individual needs, ensuring that you achieve the exposure that you are looking for. Contact us for further details.

CC Gulf Conference 2010

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WHY SPONSOR?

- ✓ Enjoy visible publicity with our extensive advertising and promotion
- ✓ Secure direct access to potential clients during and after the event with our confidential delegate lists
- ✓ Secure key speaking spots to address an audience of top executives, government officials, project owners, financial institutions and more
- ✓ Opportunity to distribute reminders of your products or services in the conference
- ✓ Project your brand as the industry leader as your corporate logos and literature will be featured prominently in all the promotional materials
- ✓ Enhance your corporate image as it will provide you with opportunities to showcase your potential and show your commitment to your clients and associates
- ✓ Achieve greater exposure and brand building through our official event web site

MEDIA PLAN

Our elaborate and focused media plan ensures the presence of branding, marketing, corporate communication professionals and service providers. Our comprehensive visitor promotion campaign will use some of the following mediums to ensure maximum exposure to the event and thus to your brand.

- Advertisements in newspapers
- Editorial coverage in relevant magazines
- PR campaign in target markets
- Email campaigns
- Website
- Cross promotion in major industry events
- Direct mail invitations
- VIP invitees
- Promotion through alliances

TRACKS AND TOPICS

The Conference will provide great learning and networking opportunities to delegates and industry experts. Here is a list of topics that will be covered at the Conference.

1. Strategic Corporate Communications

- a. What's Next For Marketing & Brand Management Professionals
- b. Improving Marketing ROI: Steps, Tools, and Critical Factors That Boost Performance
- c. Strategic Corporate Communication and Execution: Achieving Measurable Results

2. Branding strategies

- a. Elevating Your Brand During A Downturn
- b. Build a strong community around your brand, both internally and externally
- c. Communicate your vision and values to a global marketplace through the power of Branding
- d. Unlocking Innovation for You and Your Brands

3. Strategies for New and Emerging Media

- a. Leveraging Social Media Networks – Facebook, Twitter, Flickr, LinkedIn
- b. Branding on the Internet – Mere web presence is no longer enough
- c. Building an online Brand bubble

4. Corporate Social Responsibility

- a. Going Green and telling your stakeholders
- b. Importance of perception, disclosure

5. Communicating during crises

- a. Managing business storms
- b. Influence perceptions of your workforce and customers

6. Media, Public and Government Relations

- a. Strategies to gain access to the media and get positive coverage
- b. Reframing Media Relations
- c. Avoiding public relations disasters

CONFERENCE THEME

- ✓ **Diversify** your branding efforts to maximise return on your branding investment
- ✓ **Explore** new and emerging opportunities and assess the risks of branding in Social Media Networks such as Twitter, Facebook, LinkedIn and Flickr
- ✓ **Discover** how you can benefit from the various branding initiatives undertaken by some of the leading organizations globally
- ✓ **Contribute** to the understanding of creating a brand that appeals to diverse market segments
- ✓ **Understand** the issues involved in improving your marketing ROI
- ✓ **Identify** the areas of growth and opportunities for marketing and brand management professionals
- ✓ **Discuss** the importance of media, public and Government relations in the present rapidly developing crises scenarios
- ✓ **Equip** your organization with strategies to improve its market position through the power of branding
- ✓ **Learn** the influential impact of Corporate Social Responsibility initiatives on your organisations' branding
- ✓ **Explore** the latest developments in the field of marketing, branding and communication
- ✓ **Review** key drivers and critical factors for achieving measurable success in branding implementation
- ✓ **Develop** a strong community around your brand both internally and externally
- ✓ **Gain** access to the media and get positive coverage at fraction of the cost
- ✓ **Meet** industry leaders and pioneers in the global branding, marketing and communication space and understand how they have created value for their stake-holders

DELEGATE REGISTRATION FORM

This is a must-attend conference! The annual Business event for Corporate Communications Professionals provides a unique opportunity for Brand owners, Branding Agencies, Senior Management to come together and hear from distinguished speakers who are leaders across the business, Government, and NGOs. This year's conference, entitled **The Crisis is over; Now What?**, will be held November 23-25, 2010 at the Bahrain International Exhibition Center, Kingdom of Bahrain

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Please complete this form and return to Roshcomm. Please photocopy this form for additional delegates

Organization	
Contact Person	
Delegate Name	
Job Title	
Address	
Telephone	
Fax	
Mobile	
E-mail	

**2 DAY CONFERENCE
BHD 370 (USD 980)**

**2 DAY CONFERENCE +
1 DAY WORKSHOP
BHD 520 (USD 1370)**

GROUP DISCOUNTS AVAILABLE: 10% OFF IF YOU REGISTER FOR 5 DELEGATES OR MORE

- The conference fees include attendance and a 2-day pass to all tracks, conference folder, proceedings, coffee breaks, lunch, Certificate of Attendance.
- Participation will be confirmed upon receipt of delegate's full payment.
- **Group discounts** are available for employees from the same organization. 10% Discount for 5 delegates or more from the same organisation
- Cancellations within 30 days of the conference attracts 50% fee

**Contact details:
Event Manager
Corporate Communication Conference**

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Please make payment in USD or BHD through Bank transfer or Company cheque drawn on a Bahrain bank.

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