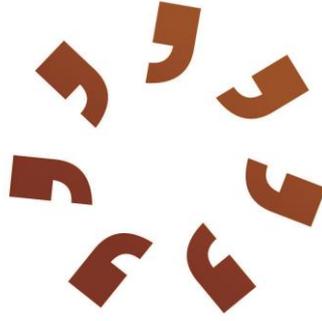


For the first time in the Middle East

Organized by

Turjuman Communications (UAE) with the association of the PR Academy (UK)



ملتقى الاتصال الداخلي
Internal Communications Forum

PR Academy 


TURJUMAN

16th -17th of December 2013

Burj Al Arab Hotel

Jumeirah/ Dubai- UAE

**An important professional gathering for PR and internal communication practitioners
in the Arab region**

Introduction to internal communication:

Written by, Ahmad Odeh: TURJUMAN's Founder and CEO.

How many organizations are under-performing because of misunderstandings and poor communication with employees? How many crises could have been prevented with better information management? How many organizations give as much attention to internal audiences as to their external audiences?

Communication scholars now argue that if an organization has enough budget, a perfect plan and a qualified team for external communication, it can all be lost if internal communication with its employees is not also managed in the same way. This is enhanced by a Crises Management Academy study in America that showed that many of the crises that happen to organizations are due to weaknesses in internal communication.

Leading firms across the world now understand the importance of "Employee Communication Rights". In Europe, there is a directive about internal communication that organizations have to follow by law. The directive gives employees the right to be informed about the business's economic situation, informed and consulted about employment prospects, and informed and consulted about decisions likely to lead to substantial changes in work organization or contractual relations, including redundancies and transfers.

Although not every organization has a whole department for internal communication, there are still some organizations that do not care about internal communication. Internal communication includes planning for all the communication efforts inside the organization for a better understanding of its culture, values and beliefs and to support employee engagement. In large organizations, the need for planned internal communication increases, especially in organizations with multiple cultures.

Internal communication is about uniting the beliefs and values that determine the culture for individuals in the organization. The aim of communicating those beliefs and values through different channels is to make the organization's overall identity clear and understandable. Internal communication helps employees to make sense of what is happening and to align their work with the organisational strategy and goals.

We know for sure that there is strong relationship between internal communication and the way that employees behave. Good internal communication results in a more positive attitude and this can be linked to better performance and higher levels of customer satisfaction. And thus there will be a more negative attitude whenever internal communication is poor. In a way or another, many problems in any organization are due to weaknesses in communication with employees.

- How can we establish an internal communication department?
- How can we plan and manage this department?
- What are the most effective internal communication channels that suit your organization environment?
- How can our internal communication be more effective?
- Who should be in charge of internal communication? HR or PR?

The Internal Communication Forum explores all these important questions.

Brief about the Forum:

The Internal Communication forum will take place at "Burj AlArab hotel" in Dubai-UAE in association with the PR Academy from London for the first time in the Middle East in 16th – 17th of December 2013. It is organized by "Turjuman", one of the thriving companies in the PR field and corporate communication in the MENA area. The forum will be over two days, the first day twelve speakers will present their experience in the most important areas in internal communications, and the second day will be specialized for workshops.

Forum Goals:

- To show the importance of internal communications for leaders and managers of the organizations.
- Demonstrating best practice in internal communications.
- Opening the door for preparing professional practitioners in the field of internal communications.

Target groups:

The forum is mainly targeting the people that work in:

Management	Supervising
Leadership	Training
Human Resources	Public Relations
Corporate Communication	Governmental Communication
Public Affairs	PR agencies
Marketing	

Forum topics:

Topic	Topic details
Structuring the Internal communications	<ul style="list-style-type: none"> Internal communications department position within the structure of PR and corporate communication. How to coordination between the internal communications department and HR department? How to build and manage internal communication department?
Managing internal communications	<ul style="list-style-type: none"> Intercomms impact on the corporate culture of the staff. The impact on the intercom and staff loyalty to the organization. The role of internal communication in handling change and managing the crises.
Planning Internal communications	<ul style="list-style-type: none"> How to analyze the reality of internal communication in your organization? How do you determine the communication needs of the staff and recognize their communicative rights? What are the most effective internal communication channels?

Detailed schedule of the forum:

First day 16 th of December 2013, Monday				
Time	Session no.	Main focus	English speaker	Arabic speaker
09:00- 09:30	Opening			
09:30- 10:30	First	Structuring intercom	Dr Laoise O'Murchú	Dr. Hamad Al Hammady
10:30- 11:30	Second	Structuring intercom	Ann Pilkington	Isa AbdulRahman
11:30- 12:30	Third	Managing intercom	Tom Crawford	Eng. Sobhi Batterjee
12:30- 01:30	Coffee break and prayers			
01:30- 02:30	Fourth	Managing intercom	Emma Murphy	Talal Alzeid
02:30- 03:30	Fifth	Planning intercom	Kevin Ruck	Ibrahim Al Marzooqi
03:30- 04:30	Sixth	Planning intercom	Emily Gibbs	Butti Al Falasy
04:30	Lunch and the end of the first day			
Second day Tuesday 17 th of December 2013				
09:00- 02:00	First workshop/ Fundamentals of internal communications (English)			
09:00- 02:00	Second workshop/ Internal communications during organizational crises. (Arabic)			
02:00	The end of the forum			

Note: simultaneous translation will be available from English to Arabic and vice versa.

Workshops in the second day 17th of Dec. from 9am- 2pm

(1)

Workshop title	fundamentals of internal communications
Training language	English language (simultaneous translation is available).
Workshop Trainer	Kevin Ruck <ul style="list-style-type: none"> • Founder of the PR Academy in UK. • The author of "Exploring Internal Communication".
Content	<ul style="list-style-type: none"> • Definition of internal communication. • The objectives of intercom. • From tactics to strategies. • Employee view "Just an employee". • The division and classification of the internal audience. • Intercom and the organizational culture. • Intercom and the leading attitude. • Intercom and the strategic change. • Manager's role in reinforcing the intercom. • The most effective intercom channels.

(2)

Workshop title	Internal communications during organizational crises
Training language	Arabic language
Workshop trainer	Dr. Khairat Ayyad Head of PR Dept. in Communication college/ Sharjah University.
Content	The workshop addresses the subject of communicating with the employees during the crises time in different organizations. The workshop goal is to introduce the participants of the foundations of dividing the organizational crises and how to handle it, its effect on the internal structure of the organization, how to build intercom network to deal with the employees during crises time in various organizations, and the workshop aims to introduce participants to the basics rating crises institutional and how to manage and deal with, and their impact on institution-building procedure, and how to build internal networks to deal with the employees during the time of crisis.

Speaker's biography

First: the English speakers:

(1)



Dr Laoise O'Murchú

Amgen

- Laoise is a highly experienced communications professional who has worked in agency, in-house and consultancy.
- She holds a PhD in strategic organisational communication and has won numerous national and international awards for business communication excellence including the IABC Gold Quill Award.
- Laoise is a frequent presenter at national and international research and business forums and she is President of the Irish Chapter of IABC.
- She lectures on the Masters in Organisational Strategy with Dublin Institute of Technology, on the Certificate in Internal Communication with the Public Relations Institute of Ireland and with the PR Academy in the UK.

(2)



Ann Pilkington

- Ann Pilkington is a founding director of PR Academy – the largest accredited Chartered Institute of Public Relations (CIPR) qualifications centre.
- She course leads the CIPR Internal Communication Certificate course and has written a chapter on the role of the communicator for the book Exploring Internal Communication.
- She also provides communication consultancy services on large change programmes, particularly within UK government.
- Prior to launching PR Academy, she worked in communication and PR roles for major companies including BT and Barclays.
- She holds a Masters in Public Relations.

(3)



Tom Crawford

Brain Miner

- Over a career spanning 18 years Tom Crawford has gained diverse and rich experience, predominantly in HR and specifically Internal Comms and Engagement. That aside he has a strong passion for the subject of brand and its relationship with employees.
- After a bit of an indulgent degree in German, Tom spent five valuable years at British Airways being groomed in all things corporate and business before six years in consultancy with Omnicom. Since then he has had spells at Deloitte, Eon and Telefonica-O2, running Internal Comms and Engagement functions. In addition he has broad experience in diversity and all things talent attraction.
- Tom now runs The Brain Miner – built on a premise that everyone has fantastic ideas buried within them – they just need some help finding them, extracting them and then polishing them into shiny diamonds. He currently works with a number of blue chip brands to help them better connects their brand and business strategy with their employees through dialogue.
- He is passionate about working with clients in order to help them create a high performing culture.

(4)



Emma Murphy

Change Manager at National Bank of Abu Dhabi

- Emma Murphy is an experienced Change Management professional. She is a certified PROSCI Change Management Trainer and she brings her own unique approach to Change Management Consulting and training tailored to the Middle East environment.
- Emma has been working as a Management Consultant for 10 years for Big 4 firms and she has extensive international consulting experience including working in the UK, US, Taiwan, The Philippines, Australia and the UAE.
- She has been based in the UAE for 5 years as a change management consultant implementing transformational change.
- Emma is on the organizing committee for the Association of Change Management Professionals in the Middle East, she writes extensively on Change Management and is passionate about educating people about how to improve project success rates by understanding change management concepts and applying the most appropriate strategies to effectively manage change.

(5)



Kevin Ruck

Co-founder, PR Academy

- Kevin Ruck is a founding director of PR Academy and the editor and co-author of the book Exploring Internal Communication.
- He graduated with a distinction in his MBA from the Open University in 2007 and is currently completing a PhD in Internal Communication Measurement at the University of Central Lancashire.
- He developed both the Internal Communication Certificate and the Internal Communication Diploma (for which he is course leader) for the CIPR.
- His special interests are in corporate strategy, internal communication, change, social media and employee engagement.

(6)



Emily Gibbs

Head of Internal Communication, The Financial Times

- Head of Internal Communications Emily oversees the FT's internal programmes and communications globally, with a strong focus on digital and social media. She is also responsible for delivering a robust corporate communications strategy, helping protect and build the FT's brand and reputation around the world.
- In June 2013, Emily was awarded the European Young Communicator Award, which recognises outstanding projects that contribute to shaping the future of the communications industry.
- Prior to joining the FT, Emily was a business journalist and presenter for Radio New Zealand before working in the Manpower Group Communications team. She holds a journalism degree from the New Zealand Broadcasting School, where she was awarded the Radio Network Scholarship for Excellence in Radio Journalism, and is a member of the Chartered Institute of Public Relations.

Second: Arabic Speakers:

(1)



His Excellency/ Eng. Sobhi Batterjee

Chairman of the Saudi German Hospitals Group

- Eng. Sobhi Batterjee is the Founder President & CEO of Saudi German Hospitals Group, the Largest Private Healthcare Developer in the MENA region. He graduated in Electrical Engineering from the University of Kansas, USA and has Masters in Electrical Engineering from University of Colorado, USA.
- Batterjee family started SGH Group with a Capital of 15 Million US\$ and now grown to over 1 Billion US\$ institution and number one Healthcare brand in the Region.
- SGH Group has 6 World class Tertiary care Hospitals in KSA, Yemen and UAE. There are other Hospital Projects are under various stages of construction and planning in Cairo, Hail, Addis Ababa, Khartoum...etc.
- The Group has started the Largest Private Medical College of the MENA region and a network of SGNAs (Saudi German Nursing and Allied Sciences Training Institutes) across Saudi Arabia. The Corporate Vision of the Group is "To Design, Finance, Construct and Operate 30 World Class Hospitals and Create 50,000 jobs & To be the dominant regional player in the Private Medical Education by establishing 5 Medical Colleges".
- Eng. Batterjee is recipient of many regional and global awards in recognition of his contribution to the industry and community at large and he is currently working on developing many sustainable not for profit hospitals for the poor.

(2)



Talal Alzeid
Executive Manager Internal Communications
Corporate Communications & PR

Talal AlZeid, is the Executive Manager for Internal Communications at Mobily; a major telecom operator in Saudi Arabia. He's had experience in the field of communication and Marketing in the past 10 years and now manages the Internal Communications department in Mobily. His role is to deliver effective communication to all employees Kingdom-wide through various communication channels, as well as get employees engaged and participate within numerous communication activities.

(3)



Isa AbdulRahman

**The Executive Director of National Communication
At the Bahrain Development Board**

Mr. Isa AbdulRahman has more than 22 years of experience in Marketing, Public Relations, the ICT industry, Customer Services, Account Management, Sales, Project management, Product Development, Product Management, Business development, Organizational Development and Business Process improvement. He is a board member for the Telecommunications Regulatory Authority and the National Supreme Council for Tourism. Isa was a member of the Kingdom of Bahrain Technical ICT committee, which is responsible to drive the e-Government program. Isa is also the current Official Spokesperson and Head of the Media Centre for the Bahrain National Dialogue, which is being held in Bahrain. Isa is a public figure as he produced and presented various TV and Radio Shows for Bahrain Radio and TV Corporation.

Isa is currently the Executive Director of Communication and Political Affairs with the Court of The Crown Prince and The Executive Director of National Communication at the Bahrain Development Board, he used to be the Director of Marketing and Awareness for the Bahrain eGovernment Authority and prior to that he was a member of Bahrain Telecommunication Company (Batelco) Senior Management Team.

Isa is an ex board member of Al Ahli Sports Club and a founding member of Bahrain Internet Society. Isa holds a Master Degree in Business Administration.

(4)



Dr. Hamad Al Hamdi

**Director of the Department of the Executive Board in the General Secretary of
the Executive Council of Dubai**

- Dr. Hamad Al Hammady is currently the Director of the Executive Council Affairs at the General Secretary of the Executive Council of Dubai (TEC). Through this position, he is supervising three main functions including Government communication (GC), TEC special projects, and planning & follow-up for the Executive Council. Through the GC function, Dr. Al Hammady led the conceptualization and establishment of an exclusive integrated GC System for the Government of Dubai.
- He worked on the design and implementation of many communication policies and systems such as the general policy for Government communication for the Government of Dubai, the implementation and evaluation system of the GC functions, Dubai Strategic Plan (DSP) communication management system, communications capacity building programs, Government of Dubai brand identity and the Dubai Partnership Agenda.
- Moreover, he is the coordinator of the General Network of Government Communication (GNGC). Dr. Al Hammady who has contributed to the review and up-date of the Government Development, the 5th pillar of DSP, is directly in charge of the 'Improvement of Government Communications' as outlined in DSP.
- Moreover, he is participating in the assessment of the National Identity category at the Dubai Government Excellence Program. He has also designed the communication assessment criteria for a number of other Government excellence programs.

(5)



Butti AlFalasy
Director of the Security Media Department at Dubai Police

- Masters degree in Mass Communication - Howard University in Washington, DC "American Capital" 1998
- Director of the Security Media Department at Dubai Police.
- The work of a professor at the UAE University in the Department of Mass Communication.

(6)



Ibrahim Al Marzooqi
ADNOC Distribution, Manager Public Relations Department

- BA degree in communication and PR from USA.
- Included in the company ADNOC in various positions ranging from Head of promotion in 1998 to the Director of the Corporate Communications department and then to the director of government relations, and last, the Director of Public Relations in 2010 till present.
- Chaired the Media Committee of the "ADIPEC" Exhibition and Conference 2013.
- Chaired the Media Committee of the Abu Dhabi Group for the World Youth Cup 2003.

Workshop Trainers

First workshop



Kevin Ruck

Co-founder, PR Academy

Kevin Ruck is a founding director of PR Academy and the editor and co-author of the book Exploring Internal Communication.

He graduated with a distinction in his MBA from the Open University in 2007 and is currently completing a PhD in Internal Communication Measurement at the University of Central Lancashire. He developed both the Internal Communication Certificate and the Internal Communication Diploma (for which he is course leader) for the CIPR. His special interests are in corporate strategy, internal communication, change, social media and employee engagement.

Second workshop



Dr. Khayrat Ayad

Head of Public Relations Department of the Faculty of Communication at the University of Sharjah

- Head of PR department in the communication college at the "Sharjah university"
- Philosophy PHD in Media, from the Research Department Contact the public at the University of Leicester in Britain.
- Has many books and published research in both Arabic and English languages, it includes the principles of public relations, managing PR., political marketing, media, Public responsibility for PR via Internet, handling the PR and corporate communication in Emirates fly for the volcano ash crises... etc.
- Participated in many Conferences internationally and regionally, and presented many training courses and workshops in the field of Public relations and social marketing.

Forum registration fees

5000 UAE dirham/ 1361 \$	First day 16th December (6 sessions)
3000 UAE Dirham's/ 817 \$	Second day 17th December (One of the workshops)
8000 UAE Dirham's/ 2178 \$	Attending the first day and one of the second day workshops.

For inquiries and registration

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<p>Turjuman company- Jordan Branch</p> <p style="text-align: center;">Tel: +962 655 34 877 Mob: +962 785497104 Mob: +962 79895 3531</p> <p style="text-align: center;">anas@turjuman.net abualia.m@turjuman.net dina@turjuman.net inas@turjuman.net yasmin@turjuman.net</p>	<p>The rest of the Arab countries</p>