

A dark grey background featuring a network of white lines connecting various sized white circles, creating a complex web-like structure. The circles vary in size and are scattered across the right side of the image, with some larger circles acting as central nodes.

TRACCS

TRACCS Enrich

Investing in people with
purpose and passion

Q3 2020

A New Reality

Many organizations and their employees are experiencing remote working for the first time...

WHICH has resulted in a new employer-employee dynamic that relies heavily on technology

Remote working has become the current norm...

AND this is expected to persist for some time so adapting to this change is the need of the hour

Uncertainty, anxiety as well as recession in trust, motivation and performance can set in...

HENCE it is imperative that organizations continue to engage meaningfully

Organizations can stay competitive and relevant by ensuring that their people stay competitive and relevant...

BUT this can only be done by focusing on training and upskilling

State of Play



The CHALLENGE

- Increasing downtimes and drop in productivity
- Business continuity and sustainability
- Keeping employees motivated
- Delivering value and impact



The OPPORTUNITY

- Using downtime to focus on training and maintaining the learning curve
- Building trust and brand equity
- Upskilling of employees leading to long-term impact



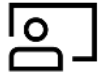
The SOLUTION

- Tailored communications training
- Virtual training sessions – webinars
- **TRACCS Enrich**

What is Enrich?

- Enrich is a proprietary training program by TRACCS, the largest independent communications consultancy network in the Middle East and North Africa (MENA)
- It is built with the singular aim of empowering organizations and individuals with the right and pertinent communications knowledge and skills to achieve their business and growth imperatives
- Combining TRACCS' experience, expertise and energy, the program takes a multi-modular approach to learning and development, keeping in mind the nuanced needs of professionals at all levels
- For more information about TRACCS, refer to slides 9 – 15

Program Details



- Proprietary training program by TRACCS, a homegrown and the largest independent communications consultancy network in MENA



- Suite of existing training sessions developed based on extensive experience and research
- Sessions can be customized to ensure relevance and impact
- Specialized sessions can be developed based on requirements



- Training sessions conducted as engaging, interactive and impactful webinars



- Webinars conducted by highly experienced, award-winning communications experts and training specialists with local, regional and international experience
- PRCA-certified lead trainers



- Webinars conducted in Arabic, English and French

Positive Outcomes

- △ Strengthen company-employee relations
- △ Maintain/Increase trust in the organization
- △ Motivate employees resulting in higher commitment and productivity levels
- △ Enable shift in employee thinking and behavior towards change
- △ Upskill employees' skillsets leading to long-term value and impact
- △ Create a culture of learning and development across the organization

Program Modules



Enrich for Transformation



C-SUITE EXECUTIVES



Enrich for Reputation



COMMUNICATORS



Enrich for Innovation



TEAM LEADERS



Enrich for Differentiation



ALL EMPLOYEES

SAMPLE ENRICH TOPICS

Media Training

Crisis Communications

Communications for a Changing World

CSR in the MENA Region

Public Speaking

Think Strategically

Business As Usual

The Art of Creative Thinking

PR Editorial 101

Storytelling Re-invented

Crisis Communications

Let's Strategize

Making Time Work For You

Making PR Work for You

Grow Uncomfortably

The Art of Creative Thinking

Public Speaking

Think Strategy

Making Time Work For You

PR 101

Building IPC Skills

Dear Sender

Mastering PowerPoint

Acute Work-Place Stress

Networking Like A Pro

Program Methodology

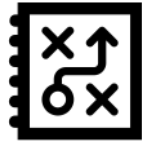
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DISCOVERY

- Diagnosing the company or individuals' specific training needs
- Identifying, understanding and enhancing the organization's learning style

2



DEVELOPMENT

- Developing the ideal training plan/courses for teams and individuals
- Aligning training material with the company's people development strategies

3



DELIVERY

- Presenting the training material in an interactive and engaging manner in the preferred language
- Encouraging active participation and insightful knowledge-exchange
- Providing a post-webinar analysis report that includes insights and feedback on participation and engagement

About TRACCS

TRACCS Foreword



Communications with Passion & Purpose

- Advancing public relations in MENA from a doing industry to a 'thinking' and 'learning' practice



Largest independent communications network in MENA

- 14 offices in 13 markets



Innovation through Diversity

- Multicultural workforce comprising 24 nationalities, 60% of which is women



Commitment to the Industry

- Communications training for private and public sector officials and executives
- Communications workshops and seminars for university students across the region

Facts & Figures

22

Number of years TRACCS has been in business since being established in 1998

200+

Number of employees within TRACCS across MENA comprising 24 nationalities

14

Dedicated offices across MENA including affiliates

8

Key services to offer an integrated 360-degree communications solution

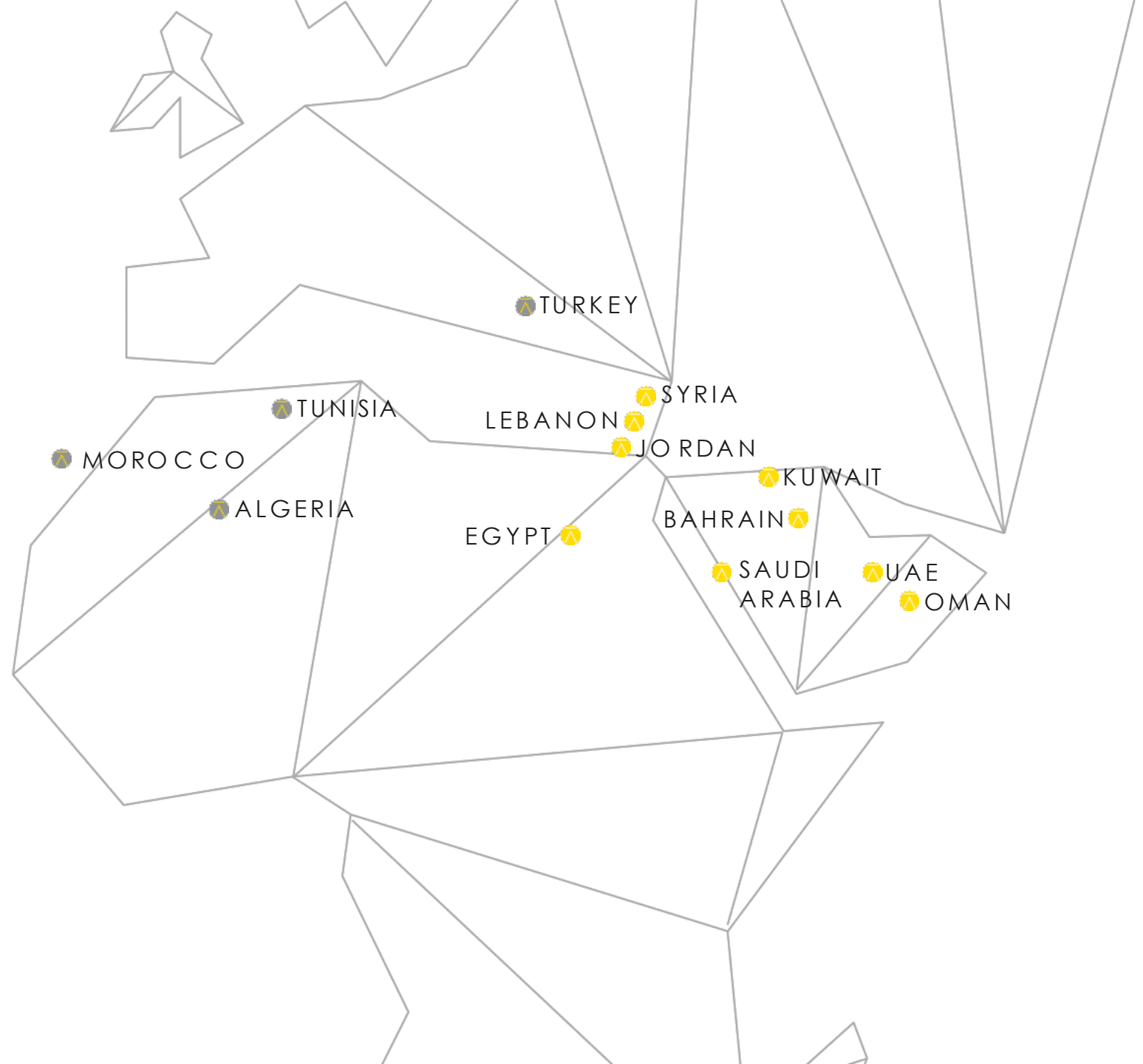
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PRovoke (formerly known as The Holmes Report) Global Top 250 PR Agency Ranking 2020

Presence

TRACCS operates in every market in the Middle East & North Africa through dedicated offices and strong, well-established affiliates

- 🇦🇪 TRACCS OFFICES
- 🇲🇦 AFFILIATE OFFICES



Competitive Edge

- 1** Deep understanding of the region with local market intelligence
- 2** Full range of tailor-made services specific to local cultures and sensibilities
- 3** Senior Advisory
- 4** Most extensive network of offices in the MENA region
- 5** Largest number of Arabic-speaking professionals in the business

Awards and Accolades

76 international/regional awards and distinctions won for service and creative excellence

Only MENA network to be listed in Global Top 250 PR Agency Ranking by PProvoke (formerly known as The Holmes Report) – ranked #128 in 2020



Training Experience



LUFTHANSA GROUP



AirArabia



abbvie



THANK YOU



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