

A network diagram background consisting of numerous grey circles of varying sizes connected by thin, light grey lines, creating a complex web of connections. The circles and lines are semi-transparent, allowing the dark background to show through. The network is denser in the lower right quadrant and sparser in the upper left.

TRACCS

TRACCS Enrich

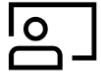
Investing in people with
purpose and passion

Q2 2021

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

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



- Engaging, interactive and impactful training sessions



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



- Training 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

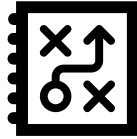
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DISCOVERY

- 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-session 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

- 15 offices in 14 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

23

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

200+

Number of employees within TRACCS across MENA comprising 24 nationalities

15

Dedicated offices across MENA including affiliates

8

Key services to offer an integrated 360-degree communications solution

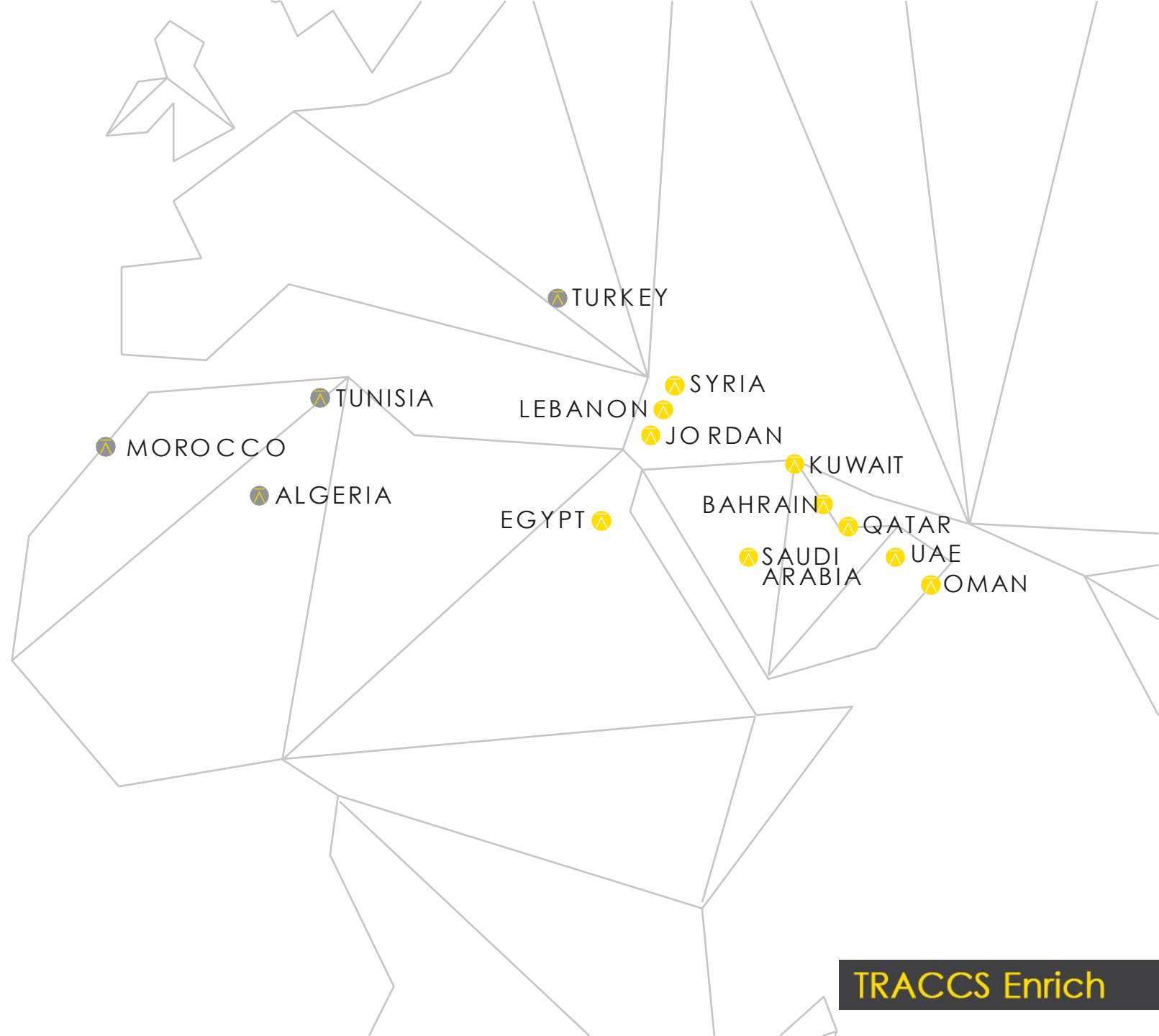
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PRovoke (formerly known as The Holmes Report) Global Top 250 PR Agency Ranking 2021

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 PRowoke (formerly known as The Holmes Report) – ranked #166 in 2021



Training Experience



LUFTHANSA GROUP



AirArabia



abbvie



THANK YOU



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