



Public Relations

CREDENTIALS

INTRODUCTION

Ever since its establishment in 1982, RADA is continuously working to adapt and merge traditional concepts of PR into new media channels as well as implementing new methodologies in its strategy of development. This is to ensure that the best communication mix is applied in serving its clients.

While Rada develops its strategies and communication plans with great focus on the local market, it utilizes its global experience to deliver high standard modern field practices.



WHY RADA PR

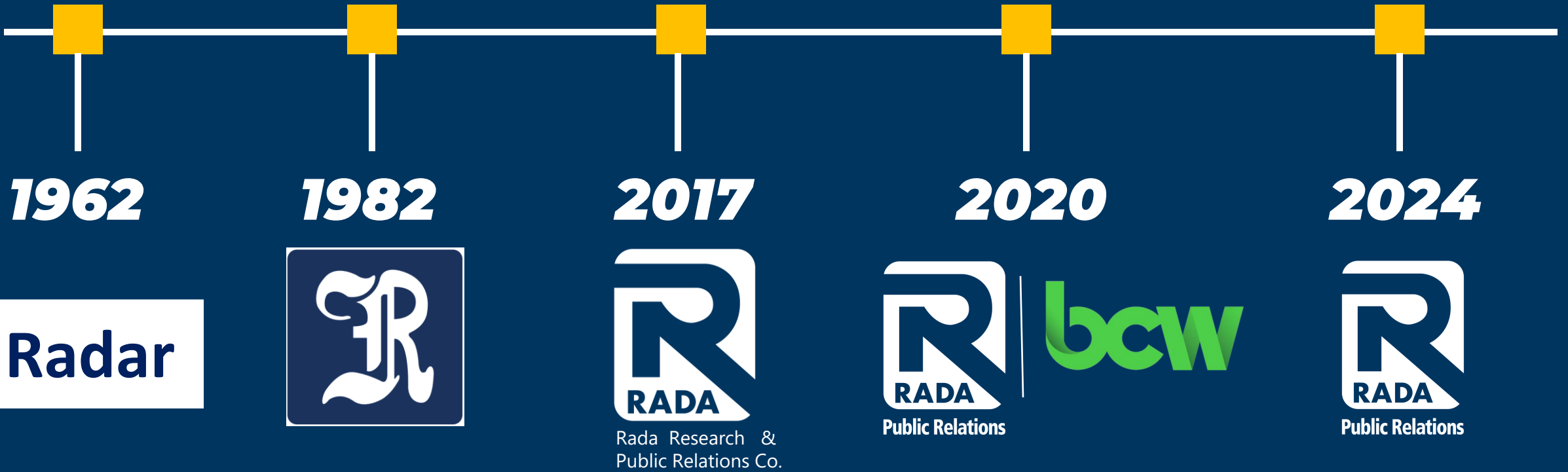
RADA PR is the pioneering Public Relations agency in Egypt; carrying a name that has been solid across decades. We take pride in having cultivated a solid base of support media & influencers while holding the highest client retention rate over the years. We have kept many local and international companies afloat. Crises have come and gone but Rada has never accepted failure. We are humbled to understand what it means to be leading the industry in our local market.



AWARDS



OUR HISTORY



MEET OUR FOUNDER

Rada was established as a PR and Marketing Research company in 1982 by Mrs. Loula Zaklama



MRS. LOULA ZAKLAMA

- ***Recipient of an Honorary Recognition Award from the Egyptian President, Abdel Fattah El-Sisi, as a pioneer in the Communication industry, along with only 9 other pioneering women in other fields (2019).***
- ***Under her leadership, Rada has been awarded “Best PR and Communication Agency in Africa” by the prestigious “Brands” Magazine (2019)***
- ***Selected as one of the 50 leading women entrepreneurs by Star Group and Forbes Middle East (2006/2014).***
- ***President of Africa Public Relations Associations – North Africa (2014).***
- ***Recipient of the President’s Egyptian National Excellence Award (2006).***
- ***International President of IPRA 2006.***
- ***Member of Executive Board International Economic Forum of Egypt (2004).***
- ***Communication consultant and strategic planner for various government organizations.***

AFFILIATIONS



africappractice

WCFA

MEMBERSHIPS



RADA PR is the exclusive partner of the World Communication Forum (WCFA) in Egypt



THE FIVE DISCIPLINES



**COMMUNICATION
& PUBLIC
RELATIONS**



**SOCIAL MEDIA
SERVICES**



**EVENTS
MANAGEMENT**



**COMMUNICATIONS
TRAINING**



**MEDIA
MONITORING &
ANALYSIS**

***The 5 disciplines represent the foundation of
RADA PR's strategic approach towards public diplomacy***



PR SCOPE

- ***PR Consultancy***
- ***Corporate Communication***
- ***Brand Communication***
- ***Media Relations: from development of press material to full media events***
- ***Government Relations/Public Affairs***
- ***Issue and Crisis Management***
- ***CSR Program Management***
- ***Monitoring & Analysis***
- ***Internal Communication***



DIGITAL & SOCIAL MEDIA

- ***Development of Social Media strategies and action plans with a focus on organic engagement***
- ***Social media performance analysis and report building with recommendations and strategy optimization***
- ***Creative copywriting and caption writing using relevant hashtags***
- ***Content Creation (Social Media platforms, websites, blogs, newsletters, etc...).***
- ***Monitoring client's competitor pages and insight reporting***
- ***Development of response manuals for moderation and community management***
- ***Consultation on Social Media buying and Facebook Ads campaign building***
- ***Influencer Relations***



BUSINESS EVENTS

- ***Press Conferences***
- ***Summits/symposiums***
- ***Product launches***
- ***Exhibitions***
- ***Activations***
- ***Guerilla activities***
- ***Team building events***
- ***Incentive Trips***
- ***Gala celebrations***
- ***CSR events***

COMMUNICATION TRAININGS

Internationally accredited by the Chartered Institute of Public Relations (CIPR) in the UK, American University in Cairo (AUC), USAID and Burke

- ***PR & Communication Module***
- ***Issue & Crisis Management Module***

In 2023, RADA PR introduced a new service offering called RADA Academy



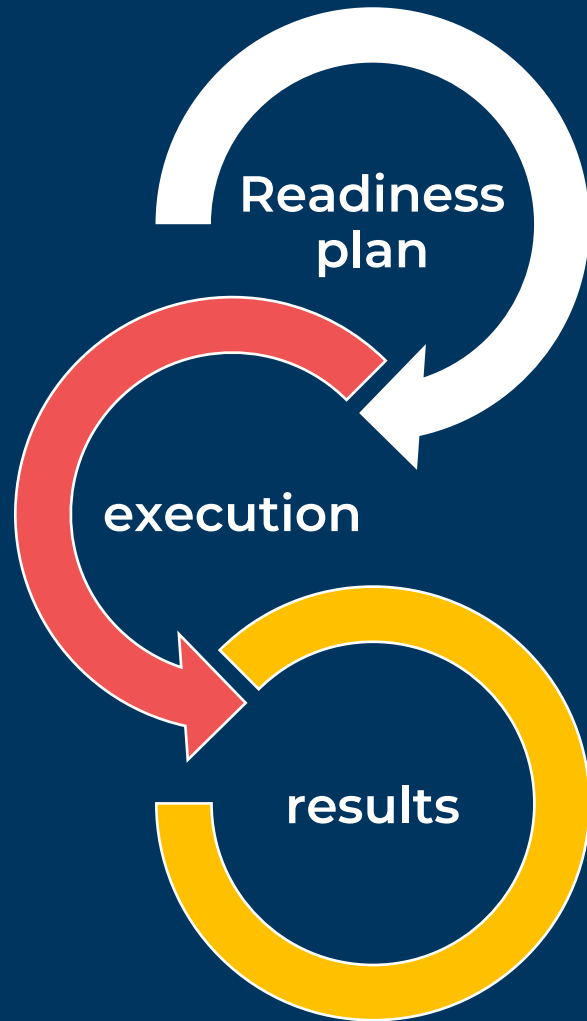
MEDIA MONITORING & ANALYSIS

- ***Keeping watch 365 days.***
- ***Monitoring news in newspapers, magazines, TV broadcasts, online news sites and social media.***
- ***Daily, weekly, monthly monitoring and analysis reports***
- ***Reports tailored to fit clients' needs***
- ***Synopsis in English and French for non-Arabic speakers***
- ***Alert system for negative publicity***

CRISIS MANAGEMENT CAPABILITIES

- ***Proven track record of successfully navigating various crises across different industries.***
- ***We understand the importance of protecting our clients' reputation and ensuring effective crisis communication.***
- ***Our strategic planning, rapid response, stakeholder engagement, media relations, online reputation management, and post-crisis evaluation ensure our clients' reputation is safeguarded.***

CRISIS MANAGEMENT



- **Strategic Planning and Preparedness (Crisis management manual and trainings)**
- **Team availability 24/7 during crisis situation**
- **Rapid Response and Crisis Communication**
- **Stakeholder Engagement and Relationship Management**
- **Media Relations and Message Control**
- **Online Reputation Management**
- **Post-Crisis Evaluation and Learning**

OUR CLIENTS

(Retainers/Ad-Hocs)



OUR CLIENTS

(Retainers/Ad-Hocs)



USAID
FROM THE AMERICAN PEOPLE



Ministry of Electricity & Energy
وزارة الكهرباء والطاقة



CLEAN AIR
TASK FORCE



شركة مصر للمقاصة والإيداع والفيد المركزي



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Ministry
of Investment



General Authority for
Investment and Free Zones





GET IN TOUCH

ADDRESS

1 Mostafa El Wakil St., Heliopolis, Cairo,
Egypt.

PHONE & EMAIL

email@rada.com.eg
+2 02 22915437
+2 02 22917956

SOCIAL MEDIA

