

# 2016 MEIRS PR Policy

## Policies

### Public Relations Policy

#### Media Contacts

Middle East Investor Relations Society is represented by Hill+Knowlton Financial in all its PR-related activities. MEIRS will have two media contacts to be placed in all its media communications; one from H+K Financial and one from MEIRS.

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### Spokespersons

- > The spokespersons of Middle East Investor Relations Society will be the face of the organisation. MEIRS will have four (4) spokesperson, the Chairman being the primary spokesperson; three (3) additional board members will be spokespersons.
- > The Chairman will be quoted in press releases and other forms of communication to the media and stakeholders. All MEIRS quotes will be attributed to the primary spokesperson unless otherwise mentioned.
- > The additional spokespersons will support the Chairman in interviews, media round table, panel discussion and/or other communication when needed by the organisation.
- > All quotes must be approved by the spokesperson before releasing to the media.
- > Unless otherwise decided, the General Manager or any MEIRS staff or volunteer, are not to be quoted for any communication.
- > When speaking on behalf of MEIRS, the spokesperson will express the views of MEIRS exclusively, and is asked to provide his/her board member title to the media.

Spokesperson	Topics
Alex MacDonald-Vitale	<ul style="list-style-type: none"> <li>○ Society strategy, activities, partnerships</li> <li>○ Annual Conference</li> </ul>
Oliver Schutzmann	<ul style="list-style-type: none"> <li>○ Members' activities and relationships</li> </ul>
Peter Gotke	<ul style="list-style-type: none"> <li>○ Chapter activities</li> </ul>
Andrew Tarbuck	<ul style="list-style-type: none"> <li>○ Regulation and society publications</li> </ul>

### Key Messaging

MEIRS' spokesperson(s) will follow the organisation's key messaging points and have all communications in line with the brand's strategy and values.

### Communication objectives

- A proactive and planned approach to raise the profile of MEIRS to deliver a broader awareness of the society and encourage growth in membership;
- Become the loudest, clearest voice for the industry and taking a stance on issues that matter most to members, potential members and partners;
- Drive thought leadership by providing a unique perspective on relevant industry news;
- Maintain a steady drumbeat of news coverage and mind-share year-round by inserting MEIRS into topical discussions and using top tier events as platforms to engage influencers and endorsers.

### Key Messaging points

- MEIRS works to promote investor relations best practice to enable the IR community to communicate efficiently and effectively, compliant with all market regulations; in turn helping Middle East capital markets mature;
- MEIRS operates on a chapter structure, meaning each region has expert support and specific insights relating to their own, particular markets;
- MEIRS is the only source for MENA specific professional training qualifications and regulatory / industry updates;
- MEIRS provides the MENA IR community with a platform for networking and sharing best practice about the sector.

### Tone of voice

The tone of voice to be used in all types of communication should be positive and encouraging. It must be a clear representation of the topic which reflects the organisation's firm belief in transparency.

## Process for press releases

### Drafts and Approval

- > MEIRS will submit a topic brief to the PR agency, H+K Financial, who will then draft a press release subject for approval. MEIRS' media office will proof, edit, and send mark-ups to the agency for revision;
- > The clean draft will be sent to the spokesperson(s) for approval. If the quote speaks on behalf of MEIRS' board, all board members will have to send their approval;
- > Once approved, members of the Executive Committee (ExCo) will send their final approval for distribution.

### Distribution

The PR agency, H+K Financial, will translate the approved press release in Arabic, and send it to corresponding news agencies in the region on the agreed date of release. MEIRS' media office will update the website with the new press release and share it on social media.

### Interview

In any case of interview requests from news agencies, the procedure will be as follows

- 1) Upon receipt of interview request, PR agency and/or MEIRS marketing will need the following details:
  - a. Interview subject
  - b. Publication/News agency
  - c. Person to be interviewed
  - d. Questions
  - e. Date of publication/interview schedule
- 2) PR Agency will send questions to person to be interviewed and check availability. If not available, secondary spokesperson will be asked;
- 3) Approval process to be followed;
- 4) Request for copy and clipping is necessary.

### Press Clippings Archive

All published press release must be uploaded online on the same day of release.

Press clippings will be sent by PR agency, H+K Financial, day after the release. MEIRS will then save this in Hard Drive and upload highlights in a special section on the website.