

## MEIRA Public Relations Policy

### Media Contacts

Middle East Investor Relations Association (MEIRA) is represented by Hill+Knowlton Strategies in all its PR-related activities. MEIRA has two media contacts to be placed in all its media communications; one from H+K Strategies and one from MEIRA.

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### Spokespersons

- The spokespeople of Middle East Investor Relations Association will be the face of the organisation. MEIRA has five (5) spokespeople, the Chairman being the primary spokesperson; three (3) additional board members and the General Manager.
- The Chairman is the primary spokesperson and is quoted in press releases and other forms of communication to the media and stakeholders. All MEIRA quotes are attributed to the primary spokesperson unless the primary spokesperson is unavailable.
- The additional spokespersons support the Chairman in interviews, media round tables, panel discussions and/or other communication when needed by the organisation.
- All quotes must be approved by the spokesperson before releasing to the media.
- When speaking on behalf of MEIRA, the spokesperson expresses the views of MEIRA exclusively, and is asked to provide his/her board member title to the media.

Spokesperson	Topics
Andrew Tarbuck, Chairman	<ul style="list-style-type: none"> <li>○ MEIRA profile and strategy</li> <li>○ Activities and partnerships</li> <li>○ Annual Conference</li> <li>○ Regulation and MEIRA publications</li> </ul>
Sofia El Boury, Vice-Chair	<ul style="list-style-type: none"> <li>○ MEIRA profile and strategy</li> <li>○ Annual Conference</li> <li>○ IR industry trends</li> <li>○ Chapter activities</li> </ul>
Redwan Ahmed, Treasurer	<ul style="list-style-type: none"> <li>○ IR industry trends</li> </ul>
John Gollifer, General Manager	<ul style="list-style-type: none"> <li>○ Events/activities where no other MEIRA Board member is present</li> </ul>

### Key Messaging

MEIRA's spokespeople follow the organisation's key messaging points and maintain all communications in line with the brand's strategy and values.

### Communication objectives

- A proactive and planned approach to raise the profile of MEIRA to deliver a broader awareness of MEIRA and encourage growth in membership;
- Become the most prominent voice for the industry, 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 year-round by introducing MEIRA in topical discussions and using top tier events as platforms to engage influencers and endorsers.

### Key Messaging points

- Ensure MEIRA voice and themes across the region. All Chapters remain clear and consistent;
- MEIRA 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 and develop increasing sophistication;
- MEIRA operates on a chapter structure, meaning each region must provide support and specific insights relating to their own, particular markets;

- MEIRA is the only source for MENA-specific professional training qualifications in IR and a primary source of insight on regulatory / industry developments;
- MEIRA provides the MENA IR community with a platform for networking and sharing best practice.

### **Tone of voice**

The tone of voice to be used in all types of communication should be positive and encouraging. It must provide a clear representation of the topic, reflecting the organisation's focus on transparency and fair & effective market conduct.

### **Processes for external communication**

#### **1. Channels of communications and person in charge**

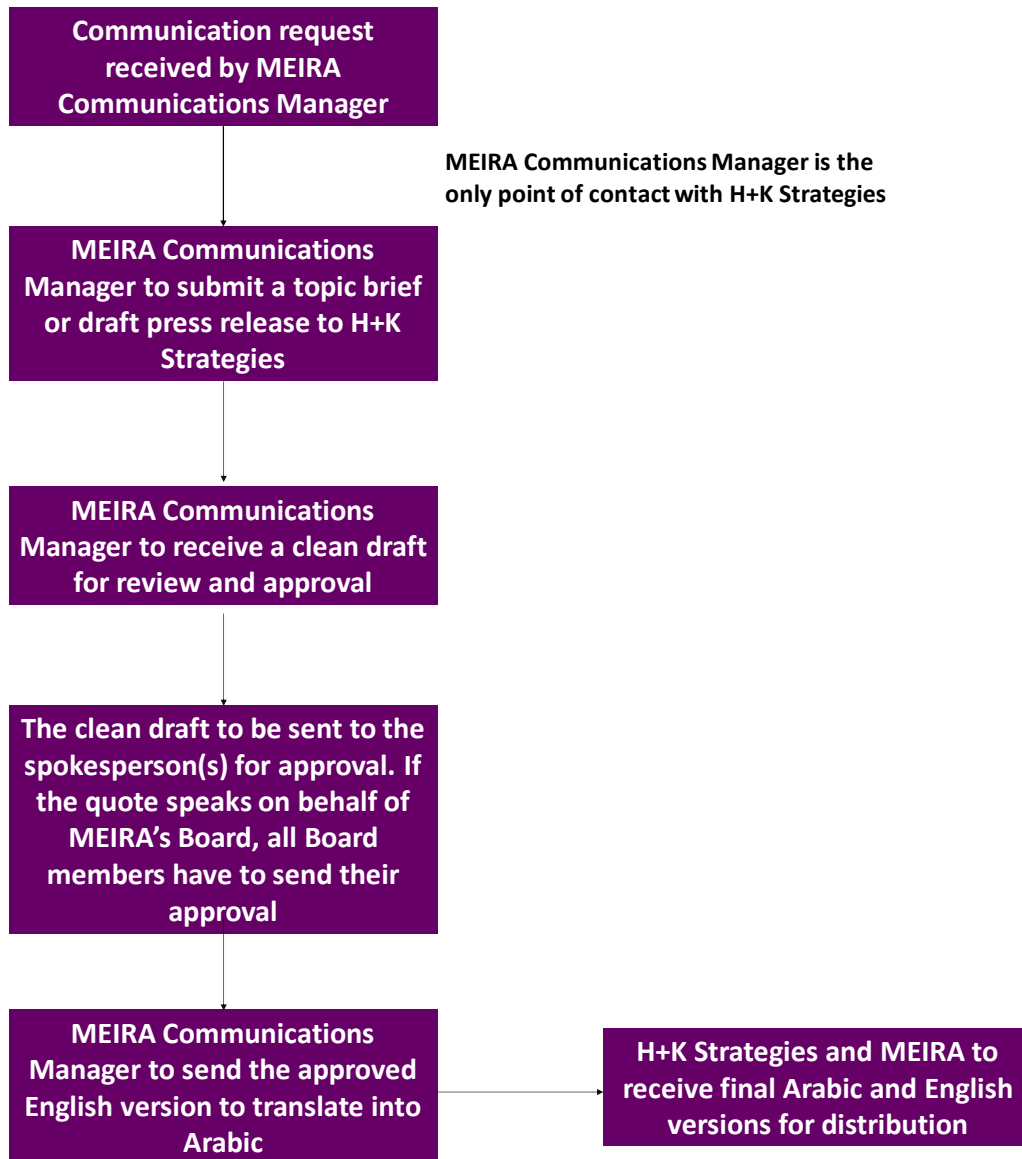
- Newsletter
- Social Media Channels
- Website
- Press Releases
- Announcements
- Interviews

MEIRA Communications Manager is in charge of all the communication channels mentioned above.

#### **2. Calendar of events and publications**

- MEIRA Communications Manager compiles all the information related to publications, events and other external collaboration on an internal calendar. It includes a description of the event/publication, and the target audience;
- The Calendar is shared with H+K Strategies on a regular basis in order to keep them informed about the Association's activities and aligned with information distributed;
- The Calendar is updated based on new events and communications activity;
- A consolidated version is shared with H+K Strategies and the Board at the end of the year, including a summary and tracker of all PR activities over the past 12 months.

### 3. Press releases and communications requests



### 4. Press Release Distribution

- H+K Strategies distributes the press releases and other communications to corresponding news agencies in the region on the agreed date of release.
- MEIRA updates the website with the new press release and share it on social media.
- Once finalised and published, all Press Releases must be shared with MEIRA Board, along with direct links to online articles.

## 5. Interviews

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

- Interview requests require the following details:
  - a. Interview subject
  - b. Person to be interviewed
  - c. Questions
  - d. Date of publication/interview schedule
  
- H+K Strategies to coordinate MEIRA Communications Manager and to send questions to person to be interviewed and check availability. If not available, secondary spokesperson will be asked;
  
- Approval process to be followed;
  
- Request for copy and clippings.

## 6. Press Clippings Archive

Press clippings will be sent by H+K Strategies one day following release.

## 7. Budget

For 2019 the PR/Media/Marketing budget was approved covering all communications efforts needed in the delivery of core activities and commitments. Reviewed on a regular basis with the Exco, this is reduced or increased on a needs basis and to best support the execution of the organisation's strategy. As always, any demand for increase in spend is presented to Exco and the Board for review and approval.

Last updated on 04.03.2019