

## Bahrain Horizon

### **Introduction:**

Bahrain Horizon is a Bahrain based company with 6 years of extensive experience in offering excellent services to its clients, covering various areas related to events management and Public relations

Bahrain Horizon's creative solutions enable corporations to reach their potential clients through professionally managed events and other campaigns that deliver world class results. Horizon's innovative ideas help companies translate their visions to reality, changing their status quo, adding luster to their corporate identity and new dimensions to the horizon of their operations.

Main areas of expertise covers:

- ❖ Events Management
- ❖ Media Relations
- ❖ Advertising/Marketing Plans
- ❖ Agent for Focus
- ❖ Collaboration with Euro RSCG Bahrain, a global PR Marketing and advertising agency

### **Events Management**

#### ***“Exclusive events changes the status quo”***

We at Bahrain Horizon assume full responsibility for your event -planning through seamless logistical coordination and flawless execution. We assist you in better defining conference objectives and guide you in selecting the site and developing timeline, budget, media plan and all logistical details.

We offer everything under one roof making it easier for our clients to receive quality service in PR marketing, advertising, event management.

For conference management, our careful process of planning, delivery, and review provides you with dependable and quality service,

Capitalizing on our extensive, high level contacts, excellent media relations and insight, we at Bahrain Horizon are able to organize high caliber events not only in the region but anywhere in the world.

Bahrain Horizon is competent to undertake responsibility for the complete planning and professional management of events such as:

- Conference, Seminars, Exhibitions and workshops
- Product Launches
- Promotional Events
- Road Shows
- Annual Parties and celebrations for Companies

Highlights of the event management tasks are as follows:

Conceptualization of the theme  
 Venue selection  
 Budget planning  
 Marketing and Promotion Plans  
 Sponsorships  
 Media Services  
 Entertainment programmes  
 Feedback and suggestions

We pride ourselves on delivering significant media exposure and measurable benefits through our creative campaigns. We provide a complete PR package from media relations and evaluation to crisis management.

### **Media Relations**

#### **“Innovative Ideas make a difference”**

As media is the perfect megaphone to reach out to the world, Horizon’s extensive experience over the years has enabled it to establish a strong base among the ever increasing media offices in the Kingdom of Bahrain and throughout the Arab world. Its unique relation with various media, from print to audio visual throughout the region help obtain in-depth coverage for its clients to get maximum exposure and publicity for their events, products and services. This includes publishing clients’ news update, and coverage of events, arranging for interviews with live broadcast, press release, news letters, promotion of publications etc.

### **Advertising/Marketing Plans**

#### **“Strategic Promotional Plans to Change Opinions”**

Horizon’s areas of expertise can offer meaningful and result-oriented advertising and marketing campaigns and other P. R. Services to meet the specific targets of its clients.

Be it new brands, or existing ones, Bahrain Horizon develops customized approach for its marketing communications that creates impression and changes opinions to achieve visible results for its clients.

### **Agent for Focus**

Focus was established in Dubai in 1978 to serve all the GCC Countries and the Pan Arab World. Until today, Focus continues to be the driving force in the local production of Television and Radio Commercial, Documentaries, corporate videos and TV programmes.

### **Collaboration with Euro RSCG, Bahrain**

Bahrain Horizon's tie up with Euro RSCG Bahrain, an established International Advertising, Marketing and PR agency, with offices worldwide helps the agency in giving better creative ideas and professional business solutions to the client. The expert guidance of Euro RSCG Bahrain helps us to provide quality service along with better creative ideas to our clients.

### **PORTFOLIO OF PROJECTS**

Bahrain Horizon works with a diverse range of clients. We have been instrumental in the development of their business.

- Conferences for Bahraini Business Women Society
- Arab Business Women Forum in Bahrain
- Marketing & Media planning for Bahrain International Garden Show 2006
- Product Launching for
  - o Christian Dior Watches
  - o Kenzo Perfume
  - o Fusonabel Perfume
  - o Bonguards Perfume
- Promotion for Clarins 2006
- Kingdom of Bahrain's Municipality Workshops in Paris, Turkey, Alexandria, Cairo, and Slovakia.
- Promotion of the opening of Four Seasons Hotel, Cairo at the Ritz Carlton in Bahrain
- Speaker's Bureau Hub program, (September 2006 to June 2007).  
The objective of the program was capacity building of Business women in the MENA region and activating women's role in decision making and advocacy through association with civil society. It consisted of nine

events, organized by BBS (Bahrain Businesswomen's Society), sponsored by the U. S. Department of State Middle East Partnership Initiative (MEPI) in coordination with Beyster Institute at the Rady School of Management at the University of California, Sandiago.

- Bahrain Mobile Exhibition, under the Patronage of His Excellency the Minister of Industry & Commerce Dr. Hassan Abdulla Fakhro, in partnership with Bahrain Chamber of Commerce & Industry and Te BME. The objective of the event is to showcase the attractive business environment of the Kingdom of Bahrain in a traveling exhibition in four GCC Countries will Open in Bahrain, State of Kuwait, State of Qatar and concluding in Riyadh on 11<sup>th</sup> September 2007.

### **Council for Arab Business Women (CAB)**

The Council for Arab Business Women (CAB) : The Third Economic Business Forum : The Global Entrepreneurs, Conference under the patronage of H.H. Shk. Khalifa Bin Salman Al Khalifa, the Prime Minister the Kingdom of Bahrain. November 5-8, 2007, the Kingdom of Bahrain

Exhibition under the patronage of H.H. Shaikha Sabeeka Bint Ibrahim Al Khalifa, wife of His Majesty King Hamad Bin Isa Al Khalifa, The King of the Kingdom of Bahrain and Supreme Council for Women Chairwoman on November 6-8, 2007, the Kingdom of Bahrain at Crown Plaza, Kingdom of Bahrain.

### **Contact us:**

In order to enable Horizon to offer you turnkey solutions to your event management and P. R. Communication requirements, please contact us at:

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