



PRCA MENA DIGITAL AWARDS 2020

16 December, 2020
Lah Lah, Zabeel House

ORDER OF EVENTS

19:00

Arrival, drinks and social
distance networking

19:15

Official welcome and
cocktail reception

19:20

Presentation of awards

20:00

Awards Close

A WARM WELCOME FROM FRANCIS INGHAM



Welcome to the PRCA MENA Digital Awards.

Our region's opportunity to showcase the very best digital PR and communications work delivered over the past year. And what a year it's been! If we can find any positives, surely 2020 has shown the power of communication -and has proved the salience and vibrancy of digital.

Every individual, in-house team, and agency Finalist has good reason to be proud, because these awards are highly competitive, and judged by some of the most senior practitioners in the world. Our thanks to those judges; to our sponsors; and most of all to our industry for making these awards our region's most competitive and high-profile celebration of truly outstanding digital work. Enjoy the evening!

Francis Ingham MPRCA
Director General, PRCA
Chief Executive, ICCO
Executive Director, LGComms

A WARM WELCOME FROM OMAR QIREM



Welcome to the PRCA MENA Digital Awards 2020.

For many of us this year we have found ourselves in unique circumstances where we have shifted from traditional ways of working into a virtual and remote reality. At the forefront of this, digital has been paramount to the success and restoration of businesses continuity and solutions .

Dynamic ways of digitalizing PR and communications at a fast-speed pace has led us into the use of digital and social platforms to flourish, some organizations having to adapt their business models to align with innovative ways of working. These new ways of working have given organisations the potential of unlocking growth, exciting opportunities and a new perspective on the execution of groundbreaking ideas.

Good luck to all our members this evening.

Omar Qirem MPRCA Chairman, PRCA MENA

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**Welcome to the PRCA MENA
Digital Awards 2020, celebrating
some of the incredible campaigns
across the MENA Region over the
past 12 months, achieved by the
most outstanding individuals and
the most extraordinary teams.**



The categories will be announced in the order below:

Best Use of Reporting and Measurement in a Campaign

Best Performance in a Digital Campaign

Best Use of Video in a Campaign

Best Use of Paid Media in a Campaign

Best Use of Content Marketing in a Campaign

Best Social Media Campaign

Best Digital Marketing Campaign

Best Use of Social Influencers in a Campaign

Digital Professional of the Year

Best Digital Journalist/Blogger

Digital Team of the Year

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INSIGHTS
NOT
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**CONGRATULATIONS
TO ALL THE WINNERS!**



GOODNIGHT