

A network graphic consisting of numerous white dots of varying sizes connected by thin white lines, set against a dark grey background. The dots are scattered across the right side of the image, with some larger dots acting as central nodes.

TRACCS

TRACCS Enrich

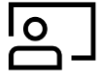
Investing in people with
purpose and passion

Q3 2023

What is Enrich?

- Enrich is a proprietary training program by TRACCS, the largest independent communications consultancy network in the Middle East and North Africa (MENA)
- It is built with the singular aim of empowering organizations and individuals with the right and pertinent communications knowledge and skills to achieve their business and growth imperatives
- Combining TRACCS' experience, expertise and energy, the program takes a multi-modular approach to learning and development, keeping in mind the nuanced needs of professionals at all levels

Program Details



- Proprietary training program by TRACCS, a homegrown and the largest independent communications consultancy network in MENA



- Suite of existing training sessions developed based on extensive experience and research
- Sessions can be customized to ensure relevance and impact
- Specialized sessions can be developed based on requirements



- Engaging, interactive and impactful training sessions



- Training conducted by highly experienced, award-winning communications experts and training specialists with local, regional and international experience
- PRCA-certified lead trainers



- Training conducted in Arabic, English and French

Positive Outcomes

- △ Strengthen company-employee relations
- △ Maintain/Increase trust in the organization
- △ Motivate employees resulting in higher commitment and productivity levels
- △ Enable shift in employee thinking and behavior towards change
- △ Upskill employees' skillsets leading to long-term value and impact
- △ Create a culture of learning and development across the organization

Program Modules



Enrich for Transformation



C-SUITE EXECUTIVES



Enrich for Reputation



COMMUNICATORS



Enrich for Innovation



TEAM LEADERS



Enrich for Differentiation



ALL EMPLOYEES

SAMPLE ENRICH TOPICS

Media Training

Crisis Communications

Communications for a Changing World

CSR in the MENA Region

Public Speaking

Think Strategically

Business As Usual

The Art of Creative Thinking

PR Editorial 101

Storytelling Re-invented

Crisis Communications

Let's Strategize

Making Time Work For You

Making PR Work for You

Grow Uncomfortably

The Art of Creative Thinking

Public Speaking

Think Strategy

Making Time Work For You

PR 101

Building IPC Skills

Dear Sender

Mastering PowerPoint

Acute Work-Place Stress

Networking Like A Pro

Program Methodology

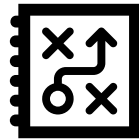
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DISCOVERY

- Diagnosing the company or individuals' specific training needs
- Identifying, understanding and enhancing the organization's learning style

2



DEVELOPMENT

- Developing the ideal training plan/courses for teams and individuals
- Aligning training material with the company's people development strategies

3



DELIVERY

- Presenting the training material in an interactive and engaging manner in the preferred language
- Encouraging active participation and insightful knowledge-exchange
- Providing a post-session analysis report that includes insights and feedback on participation and engagement

About TRACCS

TRACCS Foreword



Communications with Passion & Purpose

- Advancing public relations in MENA from a doing industry to a 'thinking' and 'learning' practice



Largest independent communications network in MENA

- 14 offices in 13 markets



Innovation through Diversity

- Multicultural workforce comprising 24 nationalities, 60% of which is women



Commitment to the Industry

- Communications training for private and public sector officials and executives
- Communications workshops and seminars for university students across the region

Facts & Figures

25

Number of years TRACCS has been in business since being established in 1998

200+

Number of employees within TRACCS across MENA comprising 24 nationalities

14

Dedicated offices across MENA including affiliates

3

Full scope of integrated communications solutions delivered through the three main service streams of Advisory, Content, and Training

156

PRovoke (formerly known as The Holmes Report) Global Top 250 PR Agency Ranking 2023

Presence

TRACCS operates in every market in the **Middle East & North Africa** through dedicated offices and strong, well-established affiliates.

- 📍 TRACCS Offices
- 📍 TRACCS Affiliates



Competitive Edge

1 Largest independent and homegrown regional communications network with 14 offices in 13 countries

2 85% of the 200+ team members are Arabic-speaking communications professionals with decades of multi-sector experience and expertise

3 Advisory-based solutions powered by local market intelligence and insights

4 Empowered teams that deliver high-return communication programs for clients, helping them stay ahead of competition

Awards and Accolades

76 international/regional awards and distinctions won for service and creative excellence

Only MENA network to be listed in Global Top 250 PR Agency Ranking by PRowoke (formerly known as The Holmes Report) – ranked #156 in 2023



Training Experience



LUFTHANSA GROUP



AirArabia



abbvie



Training Experience



Advanced Media Training
and Coaching

Media Training 101
Public Speaking

Media Training 101
Public Speaking

Media Training and
Coaching

Media Training and
Coaching



Advanced Media Training
and Coaching

Bespoke Communications
Training Courses – Creative
Thinking, Time
Management, Building
Inter-Personal Skills, etc.

Media Training and
Coaching

Media Training 101
Public Speaking

Quarterly Training
Workshops – PR 101, Media
Training, CSR, Crisis
Communications, Social
Media 101, Digital
Marketing, etc.

THANK YOU



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