



Enrich by TRACCS

COMMUNICATIONS TRAINING
& DEVELOPMENT



**ABOUT
ENRICH**



ENRICH OVERVIEW



Enrich is the specialized training arm of TRACCS, the largest independent and homegrown communications network in the MENA Region



Enrich offers both signature and bespoke communications training programs that ensure high audience benefit and organizational ROI



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



Founded on TRACCS' diverse, multi-market experience and expertise, Enrich takes a multi-modular approach to learning and development, keeping in mind the nuanced needs of professionals at all levels



All courses, including the CIPR-approved Media Training and Public Speaking courses, are offered in English and Arabic, and are delivered live, both in-person and online

THE ENRICH WAY?



Training Expertise

Highly experienced, award-winning communications experts and training specialists with local, regional and international proficiency



Experience

500+ individuals and organizations trained across the region



Diverse Training Solutions

Signature training courses for quick communication wins, as well as bespoke training solutions



Globally Recognized

CIPR approved Media Training and Public Speaking courses offered among other tailor-made communications training courses



Holistic Training

Training conducted in Arabic, English, or both, and delivered live, either in-person, online or hybrid



Personalized Assessment

Customized Individual/Group Report with a clear assessment and call-to-action to ensure communications readiness



OUR METHODOLOGY



Discovery

- Diagnosing the company or individuals' specific training needs
- Identifying and understanding the different and preferred learning style/s



Development

- Developing signature and/or bespoke training programs for teams and individuals
- Aligning outcomes with the training objectives and imperatives



Delivery

- Delivering training programs through interactive and engaging sessions in the preferred language
- Encouraging active participation and insightful knowledge-exchange

OUR OFFERING

Enrich adopts a multi-modular approach to provide comprehensive training solutions categorized into two segments for a diverse set of stakeholders



Signature Courses

Suite of existing training courses developed based on extensive experience and research, customized to ensure optimal relevance and impact



Bespoke Courses

Tailormade courses meticulously crafted to meet specific client communication goals, perfectly aligned with the diverse needs and learning preferences of participants

SIGNATURE COURSES (1/2)



Media Training*

This is a bedrock course for corporate and government spokespeople, CEOs, senior managers and in-house communications professionals who need to engage with the media



Public Speaking*

This course aims to equip public speakers with the essential foundation and techniques necessary to confidently address an audience and effectively communicate messages, thereby actively promoting their organization and bolstering their reputation as effective leaders



Crisis Communications

This course is an induction into the crisis management process providing participants with all the understanding and tools they need to identify and plan for actual emergencies and critical situations within their organizations

SIGNATURE COURSES (2/2)



Thinking Strategically

This course takes an in-depth look into how a communicator can become a strategic thinker, exploring his/her inner core to understand, embrace, and diligently follow the process to achieve organizational success



Communications for a Changing World

This course provides an introduction and insights into the evolving communications industry. It is an interactive course that navigates the intrinsic value of communications and its role as an enabler for managing and advancing both image and reputation



Impacting Customer Experience Through Communication

This training course empowers participants with advanced communications and information-sharing skills, elevates customer service experience, and guides them to represent the company with professionalism, thereby enhancing the company's reputation and strengthening customer relationships

TRAINERS

Principal Trainers



Mohamed Al Ayed
CEO, TRACCS



Bill Connor
Founder, THREE



Dr. Majed Al Ghamdi
CEO, Media Appearance
Company

Lead Trainers



Rami Abbas
Director of Strategy &
Development, TRACCS



Samer Allouzi
Senior Communications
Director, TRACCS

TRAINING EXPERIENCE

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|---|---|--|--|--|
|  |  |  <p>برنامج تعزيز الشراكة مع القطاع الخاص PRIVATE SECTOR PARTNERSHIP REINFORCEMENT PROGRAM</p> |  <p>هيئة المدن والمناطق الاقتصادية الخاصة Economic Cities and Special Zones Authority</p> |  <p>هيئة الزكاة والضريبة والجمارك Zakat, Tax and Customs Authority</p> |
|  |  <p>وزارة الاتصالات وتقنية المعلومات MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY</p> |  <p>رؤى المدينة القابضة Rua Al Madinah Holding</p> |  <p>البلد جدة التاريخية JEDDAH HISTORIC DISTRICT</p> |  <p>SDAIA الهيئة السعودية للبيانات والذكاء الاصطناعي Saudi Data & AI Authority</p> |
|  <p>الشركة السعودية للذكاء الاصطناعي</p> |  <p>بنك البحرين للتنمية BAHRAIN DEVELOPMENT BANK</p> |  <p>Bahri البحري</p> |  <p>NARMOCAPITAL</p> |  <p>الشركة السعودية لإعادة التمويل العقاري Saudi Real Estate Refinance Company</p> |
|  <p>مدن MODON الهيئة السعودية للمدن الصناعية ومناطق التقنية Saudi Authority for Industrial Cities and Technology Zones</p> |  <p>الشركة الوطنية للخدمات الزراعية AgriServ</p> |  |  |  <p>Human Resources and Social Development</p> |

CASE STUDIES



Public Investment Fund

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|--------------------------|---|
| Overview: | An ongoing communications Training Program geared to enhance interviews delivery and provides coaching for key executives before representing PIF during key events |
| Training Courses: | Media Training, Public Speaking, and Communications Coaching |
| Language: | Arabic and English |
| No. of Sessions: | Ongoing project with 50+ individual and group sessions delivered to date |
| No. of Attendees | 45 |



هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority

Zakat, Tax and Customs Authority

| | |
|--------------------------|--|
| Overview: | Communications Training Program to cover basic communications skills targeting directors and senior managers |
| Training Courses: | Media Training and Public Speaking |
| Language: | Arabic |
| No. of Sessions: | 38 individual and 6 group sessions |
| No. of Attendees | 38 |



CASE STUDIES



Bahrain Development Bank

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|--------------------------|--|
| Overview: | Bespoke Media Training and Coaching Program for the CEO and supporting the Executive Team to prepare for their BoD meeting |
| Training Courses: | Media Training, Public Speaking, Communications Coaching, and Presentation Skills |
| Language: | Arabic and English |
| No. of Sessions: | 10 individual sessions |
| No. of Attendees | 9 (in-progress) |



Roche

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|--------------------------|---|
| Overview: | Bespoke Media Training and Public Speaking Program to prepare Roche MENA Head for her engagement calendar |
| Training Courses: | Media Training and Public Speaking |
| Language: | Arabic and English |
| No. of Sessions: | 3 sessions with ongoing coaching |
| No. of Attendees | 1 |



CASE STUDIES



Olayan Group

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|--------------------------|---|
| Overview: | Bespoke Media Training program for Olayan's C-Suite team preparing them to deliver media interviews |
| Training Courses: | Media Training |
| Language: | Arabic and English |
| No. of Sessions: | 14 individual sessions |
| No. of Attendees | 14 |



Human Resources and
Social Development

Ministry of Human Resources and Social Development

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|--------------------------|---|
| Overview: | Bespoke Media Training Program for the Minister and a Media Training Program for Deputy Ministers |
| Training Courses: | Advanced & Basic Media Training |
| Language: | Arabic and English |
| No. of Sessions: | 29 individual sessions |
| No. of Attendees | 29 |



CASE STUDIES



AgriServ

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|--------------------------|--|
| Overview: | Bespoke Customer Experience Training to build, enhance, and perfect communicating with customers |
| Training Courses: | Impacting Customer Experience Through Communication |
| Language: | Arabic |
| No. of Sessions: | 4 Sessions Completed – 4 Sessions Scheduled |
| No. of Attendees | 60 |



Diriyah Gate Development Authority

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|--------------------------|---|
| Overview: | Comprehensive Communications Training |
| Training Courses: | Media Training, Media Training 2.0, Public Speaking, Tour Guides Training, and Refresher Training |
| Language: | Arabic and English as well as French and Spanish for the Tour Guides Training |
| No. of Sessions: | 30+ sessions |
| No. of Attendees | 100+ |



ABOUT
TRACCS



TRACCS FOREWORD

FOR OVER 27 YEARS

We have been inspiring, driving, and leading the evolution of communications in the Middle East and North Africa into a game-changing industry with the power to influence positive change and create present and future impact.



INSPIRED THINKING



Empowering

Our Teams

Our experienced, enabled, and empowered team members have delivered optimal, high-return communication programs for over 2000 public and private sector organizations across the region



Evolving

Communications Solutions

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



Enabling

Our Partners

TRACCS provides real time, strategic communications insights and develops and deploys optimal, high-return communication programs that help clients communicate more effectively

COMPETITIVE EDGE



01

Largest independent and homegrown regional communications network with 12 offices in 11 countries



02

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



03

Advisory-based solutions powered by local market intelligence and insights



04

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



TRACCS OFFERING

TRACCS provides real time, strategic communications insights and develops and deploys optimal, high-return communication programs that help clients communicate more effectively. This is done through a full scope of integrated communications solutions delivered through the three main service streams of Advisory, Content, and Training.



A range of Advisory-based communications solutions that drive brand resonance, reputation, and relationships



Storytelling and shaping narratives through impactful and immersive, multi-channel content



Multi-modular proprietary training program that helps deliver communications excellence

Thank You

WWW.TRACCS.NET



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