

Online corporate communications

What, why and how?

Are you responsible for your organisation's corporate communications? If you are, this free seminar and awards ceremony is a "must attend" event for you.

M: Communications, the leading international financial and corporate communications agency, cordially invites you to attend a seminar and awards ceremony: online corporate communications – what, why and how? The event will close with the inaugural H&H Gulf Webranking Awards.

Corporate websites have rapidly become one of the most important communication channels for corporations worldwide. When designed well and fed with the right content the corporate website is the most cost efficient and effective tool to reach stakeholders wherever they are in the world. For many companies, the corporate website is more than just a communications tool. It is also a means to gain a competitive advantage over their peers. By joining us for the day you can learn how your corporate website can become the benchmark in the Gulf region.

Hallvarsson & Halvarsson (H&H) is a sister company of M: Communications within the Sage Holdings Group. H&H is recognised as one of the world's leading consultancies in online communications. Senior H&H staff will demonstrate how your company can improve your communications with your key corporate target audiences including investors, journalists and financial analysts.

Since 1997 H&H has conducted in depth research into what your target groups expect to find on corporate websites. The H&H annual European Webranking survey (www.webranking.eu) investigates how effectively companies meet these expectations.

For the first time, this globally recognised best practice methodology has been applied to leading companies in the Gulf region and your company is one of those to be ranked. As well as comparing websites side-by-side, the survey provides practical ideas for improvement that can be implemented in order to make a company "best-in-class" in online communication.

As a result of the ranking, awards will be presented in the following categories:

- Top Corporate Website – Bahrain
- Top Corporate Website – Kuwait
- Top Corporate Website – Qatar
- Top Corporate Website – Saudi Arabia
- Top Corporate Website – U.A.E
- Top Corporate Website – Gulf Region

The event will take place at the prestigious Capital Club in Dubai's International Financial Centre. The event will start with the seminar, followed by one-to-one web surgeries focused on the challenges of best practice in online communications. These sessions will allow companies to engage with recognised experts in this fast-developing area and to learn how others have used the H&H rankings to take a significant step forward in effective communications. Experts from H&H and M: Communications will be available throughout the day for one-to-one discussions and a detailed analysis of the ranking that your corporate website has received.

Hosted by **M: Communications**
Capital Club, DIFC, Dubai
Wednesday 7th October 2009

Programme

14.30–15.00

Opening and presentation of what analysts, journalists and investors expect to find on corporate websites, based on H&H Webranking survey metrics

15.00–17.00

Individual one-on-one web surgeries for Heads of Corporate Communications with H&H and M: Communications consultants – on request

17.00–18.00

"Online corporate communication – what, why and how" – Staffan Lindgren, Executive Partner, Hallvarsson & Halvarsson

18.15–20.00

The inaugural "H&H Gulf Webranking Awards" ceremony

R.S.V.P. and contact details

To reserve your place at this event, please contact Christine Freeman before 25th of September (christine.freeman@halvarsson.se).

To find out more information, see
www.mcomgroup.com
www.halvarsson.com