



MEACoS Chronicles

Quarterly Insights into PR Triumphs



Welcome to the MEACoS newsletter - where communication meets creativity, and every story is worth sharing

As we step into the vibrant world of **MEACoS**, where every win, event, and celebration is a testament to our passion for impactful communication. From securing stellar coverage for DP World's tech-driven endeavors to orchestrating seamless media coordination for industry luminaries like **Malak El Baba**, **Visa** Country Manager - Egypt, our team thrives on delivering results that amplify our clients' voices. But we're not just about business – we're about female empowerment too.

Join us as we celebrate the strength and creativity of our amazing female team on International Women's Day, embodying the collaborative spirit that drives us forward. And as we dive into the ever-evolving landscape of AI in Public Relations, discover how we leverage cutting-edge technology while never losing sight of the human touch that makes our approach truly special.



MEACoS in Action



Ramadan Delights

In the spirit of giving, **MEACoS** joined forces with **Visa** this Eid Fitr to create a memorable experience for media journalists. We arranged for a delightful box of Kahk, a traditional Eid pastry, during the month of Ramadan. This thoughtful gesture served to not only extend our warmest wishes to the media community but also to strengthen our relationships with these key partners. We believe in the power of building connections, and this initiative exemplifies our commitment to fostering a spirit of collaboration and appreciation.



In a recent win, **MEACoS** secured exceptional coverage for DP World's press release exploring the rise of technology adoption by Egyptian businesses in response to economic challenges. The release, highlighting research by **DP World** and Economist Impact, showcased how Egyptian firms are leveraging AI, automation, and strategic supply chain reconfiguration to navigate economic uncertainties.

Our media relations efforts secured placements in over 42 top-tier publications across Egypt, reaching an audience of over 28 million.

This achievement exemplifies our team dedication to delivering impactful results that amplify our clients' messages and insights.



EVENTS



MEACoS Drives Seamless Media Coordination for **Malak El Baba**, Vice President, and Egypt Country Manager at the Alam Al Mal Ceremony. **MEACoS** played a pivotal role in ensuring flawless media coordination for the Honoring Ceremony of **Malak El Baba**, Country Manager Egypt for Visa, held at Alam Al Mal Survey. Our team's expertise ensured a smooth and impactful event, garnering positive media coverage for Visa and Ms. El Baba.



MEACoS Drives Communication for **Malak El Baba** at Al-Mal's CEO Thoughts Conference. **MEACoS** played a key role in supporting **Malak El Baba**, Country Manager Egypt for Visa, at the prestigious 9th CEO Thoughts Conference hosted by Al Mal.

Our team developed a comprehensive briefing book for Ms. El Baba. The conference brought together a diverse group of CEOs, fostering a dynamic exchange of ideas on navigating business challenges and driving sustainable growth.

The conference focused on critical topics like digital transformation, building resilience, and effective stakeholder engagement – all reflecting current corporate priorities.

[View Full interview Here](#)

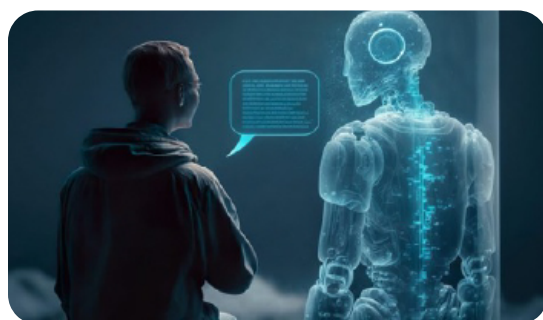


EmpowerHER: Elevating Women's Voices



International Women's Day

In honor of International Women's Day 2024, **MEACoS** gathered its amazing female team to celebrate their strength, creativity, and leadership. We created a vibrant collage photo, a powerful testament to the diverse and talented women who make **MEACoS** the success it is today. This collaborative effort beautifully embodied the day's spirit – we can achieve anything together!



AI in Public Relations

The communications landscape is constantly evolving, and Artificial Intelligence (AI) is rapidly transforming the world of Public Relations. AI offers a powerful toolkit for PR professionals, from monitoring brand sentiment and identifying emerging trends on social media to crafting

personalized press releases and targeted media pitches. By leveraging AI for data analysis and insights, we have become more capable in developing more data-driven PR strategies that resonate with target audiences and deliver measurable results. However, it's important to remember that AI is a tool, not a replacement for human expertise. [The human touch remains essential for building relationships, crafting compelling narratives, and navigating the complexities of crisis communication.](#)



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