

# The IAA Forum

An IAA Jordan Newsletter

## IAA Jordan holds workshop on “Communication Skills for Account Managers”

The International Advertising Association – Jordan Chapter (IAA Jordan) held a workshop entitled “Communication Skills for Account Managers” last week. The four-day training session was led by instructor Samer Younis, Deputy CEO of Al-Rajwa Investements, Director of Marketing & Business Development of Tamleek for Real Estate Investments & Developments, and a Distinguished Toastmaster.

“IAA is always looking for ways to help its members advance professionally in their communications careers. This specific workshop focused on interaction within teams to create direct and concise communication through verbal and nonverbal means. The training course covered communication skills such as speech writing, group presentation, listening, and mentoring and communicating problems”, said Hania Juma, Executive Manager of IAA Jordan. Juma added that this workshop was designed to reinforce basic concepts of communication and address the interaction between account managers and clients.

Twenty one participants from ten different companies took part in the “Communication Skills for Account Managers” workshop. The audience consisted of account managers and



creative teams, middle managers and junior managers, sales teams, programmers, and individuals who work in a team environment.

Juma concluded by stating that the workshop was very successful, as it included effective training tools such as role-playing and simulated scenarios, group exercises on speech writing and individual exercises to speak without preparation.

This year, IAA Jordan will collaborate with a number of entities to provide corporate technical training in graphic design as well as courses in crisis management, direct marketing, communications and other soft skills that will facilitate personal development and improve professional skills.

Volume 1, Issue 2

February 2008

What's going on?

Brain Sells  
March 22nd–  
Intercontinental Hotel  
7:00pm

April 14–16th  
Crisis Management  
Training Course with  
Samer Younis  
Wild Jordan Tree  
Room

Adobe CS3 & Maxon  
Cinema 4D with  
Grapheast

For more information  
please call +962 (6)  
593 5004

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## TV Commercial to Promote Jordan's Business Environment Globally

AMMAN - A state-of-the-art TV commercial promoting the Kingdom's business environment, drummed up a major economic forum held Sunday at the Dead Sea's King Hussein Convention Centre.

Shown during the Jordan Economic Forum (JEF) organised by Al Iktissad Wal Aamal Conferences, the TV commercial represents an innovative way to pursue the strategy and vision of the Jordan Investment Board (JIB).

According to a JIB press release, the TV commercial will be aired on Al Jazeera, Arabia, CNBC Arabia and Jordan Television starting the second week of this month.

The promotion "talks the investors' language and is perfectly aligned with investors mind", the press release said noting that the TV commercial chose world leading currencies to represent the different markets and the financial institutions, amongst which the Jordanian currency stands out, to depict sought after investment opportunities in the Kingdom.

JIB Chief Executive Officer Maen Nsour told leading local, regional and international investors attending the JEF: "At JIB we are committed to promoting Jordan for its unique and flexible business environment along with its diverse investment opportunities."

He indicated that the JIB commercial aims at raising awareness of the JIB's core mission, while building confidence in the Jordanian economy, motivating domestic and foreign investors, and positioning Jordan as a vibrant regional business centre.

Commenting on the innovative and creative approach used in the commercial as a reflection of JIB's mission, Nsour said: "Through offering world-class facilities for investors willing to tap into our market, we adopted and utilised a unique approach in the making of the JIB TV commercial."

Kamil Kuran, managing director of Leo Burnett-Levant, said: "The production methodology and technical expertise we used in the making of this TV commercial are unmatched in this region and offer viewers inspiring and attractive insights on Jordan."

"We raised the level of production and quality to new platforms by introducing new concepts which will grasp the attention of the regional and international investors, enabling them to see Jordan as a pristine hub for their investments and a place that offers perfect potential," Kuran added.

The commercial highlights and displays economic facts and statistics about the Jordanian economy, raises credibility and trust in Jordan amongst the business community and portrays the Kingdom as a safe and secure vista for financial investments.

For the complete story visit <http://www.jordantimes.com/?news=6129>



**Marketing Tip:**  
**Most businesses will get 80% of their sales from 20% of their customers. Know exactly who those 20% are and aim your advertising to that segment.**

## Zain in Jordan and Jinny Software announce successful trial of powerful mobile advertising solution

Jinny Software has today announced the successful trial of a powerful advertising solution that will underpin new revenue streams for Zain in Jordan in 2008, and beyond.

Installed and tested in a matter of weeks, the solution quickly provided the capability to deliver advertisements over SMS messaging from any advertiser or agency.

This solution gives Zain in Jordan the ability to take an early and strong position in an industry that is expected to earn US\$18 billion by 201.

Built on Jinny's proven technologies in messaging and filtering, the Advertising Engine has the power to deliver tailored advertising in a variety of ways.

Whether an advertisement should be inserted into peer-to-peer messaging traffic or as a pre-page video clip, the Advertising Engine - thanks to sophisticated keyword and profile matching - can ensure the advert is relevant and useful to its audience, the consumer.

Built to deliver tailored, targeted advertising that consumers want, as opposed to spam, the Advertising Engine is poised to meet the growth and ARPU-increase needs of operators this year and into the future.

Speaking about the successful trial, Zain in Jordan's Mobile Data Services Senior Manager Ziad Al Masri, said, 'We have been delighted with the results that Jinny's Advertising Engine has delivered during these trials. They have highlighted the potential gains Zain in Jordan will benefit from as a result of implementing this solution on our network, as well as the benefits that our subscribers will derive from this sophisticated new service.'

Commenting on the ground-breaking trial, Max Wilkie, CEO of Jinny Software, said, 'We are once again delighted to be able to deliver a world-class solution to the Zain Group. With the Advertising Engine from Jinny, Zain in Jordan is now able to exploit the expanding business of mobile advertising and take advantage of new and sustainable revenue streams. There is no doubt that both Zain in Jordan and Jinny can build on this success to explore other media and messaging solutions to offer an increasingly powerful channel to advertisers.'

For more information, visit [www.mediame.com](http://www.mediame.com)





**Name:** Suzanne Afanah  
**Company:** Zain  
**Title:** Director of Corporate Communications and Corporate Social Responsibility

An award-winning journalist and media professional with over 17 years of experience, Afanah worked with local and international TV networks including Jordan Television, Middle East Broadcasting (MBC) and CNN.

Her career saw her from a Broadcast journalist at JTV to Director of Jordan's Satellite Channel to Vice Chairman of JRTV. Afanah also worked as a producer for CNN International and contributor to CNN's Emmy award-winning show, the World Report, for which she received the "Best Political Story" award in 2000.

Appointed by Her Majesty Queen Rania in 2002 as a member of Jordan's executive committee of the Arab Women's Summit, Afanah led efforts to launch a regional award-winning media campaign to empower Arab women.

Afanah currently heads communications, branding, and social responsibility at Zain one of the leading telecommunication providers in the region. She is also a member of Young Arab Leaders, and is a board member at the Jordan Media Institute.

### Chariot Media News

Whether launching a brand, opening a store, or just marketing at malls, events, and trade shows, Chariot Media is here to help, delivering your message to potential clients, when you want it, where you want it! Compact yet powerful, the Chariot changes the way your target audience thinks about your branded product, and creates a buzz like never before.



With an expanding network of venues in Jordan including major malls and outlets, Chariot Media is more than happy to serve you and your clients. Call us today for a presentation/demo and we will be more than happy to help!

Telephone: 06 562 5111  
 Email: info@segway-jordan.com

*IAA Jordan members enjoy many benefits such as networking opportunities, public policy advocacy, participating in the IAA accreditation program and roundtable discussions on topics of their choice!*



**Member Access Only**

**Send press releases, announcement, advertisements, and your general company news and we will be happy to include it in our Newsletter!**

### Mitsubishi & AGA Sign 2 cooperation contracts

In a private festive meeting, Trans Jordan Trading Co. agents of Mitsubishi Motors in Jordan and AGA Profess Graphics have signed 2 cooperation contracts for providing the full services of both advertising and Public Relations. The meeting was attended by Mr. Iyad Arafat, Deputy General Manager and Mr. Zuhdi Al Badri, Marketing & Sales Manager of Trans Jordan Trading and by Dr. Ruba Batayneh, C. E. O. and Mr. Mufleh Batayneh, General Manager of AGA Profess Graphics and other executive managers from both companies.



Mr. Iyad Arafat praised this agreement by expressing his happiness to have reached this stage with an advertising agency that cares for every small detail and provides wit and unerring services. Dr. Batayneh, on her turn, assured her happiness for this contractual agreement with a remarkably renowned company like Trans Jordan and its world famous product namely Mitsubishi. Trans Jordan and Mitsubishi have gained the confidence of the Jordanian market by the quality products that enjoy impeccable advantages that reply to any demand whether in advanced technology, safety, comfort and luxury Dr. Batayneh added. She also emphasized that that AGA always wins prestigious and esteemed clients due to the quality services provided in both advertising and PR which eventually create solid confidence in the agency / client relationship.

## Yahoo! Turns Down Microsoft Bid Offer

Yahoo's board has rejected Microsoft's £23bn bid for the company, saying it is too low.

The response had been expected after Yahoo's views were leaked over the weekend.

The rebuff raises the stakes in a battle involving two of the world's most prominent technology companies.

Many analysts expect Microsoft to raise its offer by between £2.5bn and £6bn to persuade Yahoo! to sell - it is believed to want a bid of at least £28bn.

It is also worried that Government regulators might block any deal.

It is claimed Microsoft's \$31 per-share offer fails to take account of the risks that a merger between the world's largest software maker and Yahoo would be rejected by the regulators.

Yahoo's shares have not traded above \$40 for two years.

Although its shares have fallen sharply since then, Yahoo's websites remain among the world's most popular.

Its share price falls have come as it has struggled to compete with Google, which has also been a big competitor for Microsoft.

Meanwhile, Microsoft's shares have fallen 12% since it made its offer.

That may reflect concerns that it has already offered too much or that such a large deal would distract its management away from its core software business.

Microsoft could eventually take its bid directly to Yahoo! shareholders if the two companies failed to reach terms.



## P&G URGES BUSINESS LEADERS TO FOLLOW GREEN PATH



BRUSSELS: Procter & Gamble is urging business leaders across the globe to use their considerable influence to persuade consumers to adopt more eco-friendly habits.

The company's western Europe president, *Gianni Ciserani*, cited last year's *Ariel Cool Clean* UK campaign, which suggested to consumers they could lower the temperature of washing machine water without compromising cleaning efficiency.

Ciserani told the *European Business Summit* the campaign encouraged more than five times as many customers than normal to switch to low-energy washing programmes.

In addition, he claimed, Ariel customers are now twice as likely as the average consumer to wash at a lower 30 degrees temperature (28% of customers in 2007 versus 13% of those using other brands).

Ciserani urged his peers to 'embrace' their responsibility and unite to help consumers adopt more environmentally sustainable behaviour.

*Data sourced from Brand Republic (UK); additional content by WARC staff, 26 February 2008*

## AME Info Organizes Digital Media Conference



AME Info has announced that it will be organizing Digital Media 2008 between 24 and 27 March in Dubai, with Middle East specific market research and an international panel of presenters.

The conference will cover basics through to advanced themes, presenting international and local case studies from recognized experts. AME Info say that as 'a local expert', they will guide you through the maze to digital marketing success.

With interactive voting, arm chair discussions, panels, introductory and advanced workshops to participate in, this event gives you the opportunity to be part of the digital revolution sweeping the region.

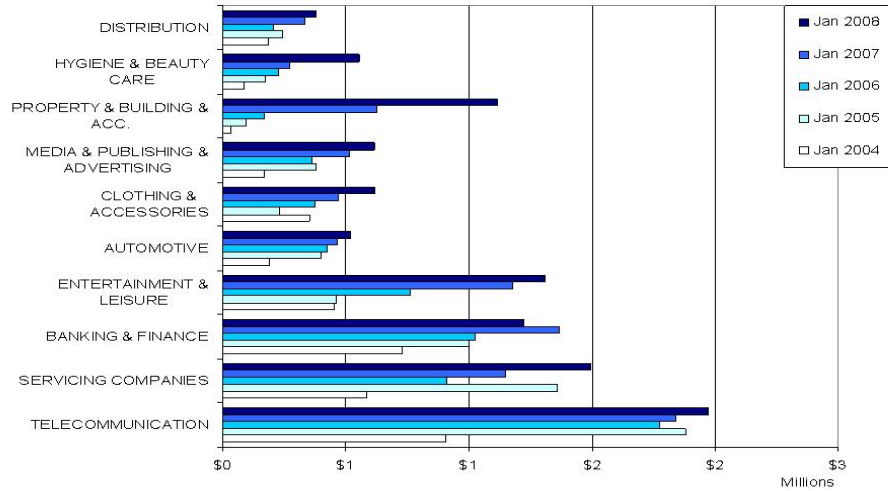
For more information, visit [www.mediame.com](http://www.mediame.com)

**Advertising Tip:**  
**Test your ads in advance. If you have the time or money to invest in focus groups, you should test your ads on other people. Do they understand and accept the message that you are trying to convey?**

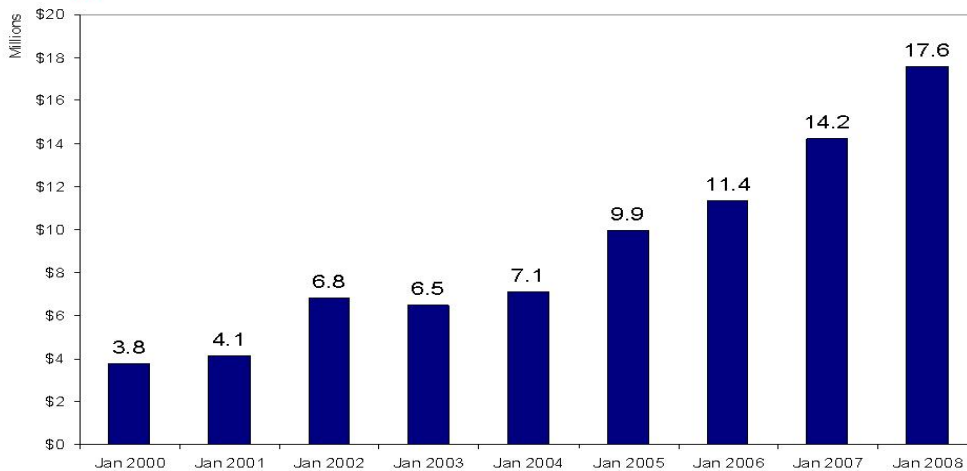
## January Ad Spend

For full details on January 2008 Ad Spend, please visit [www.iaajordan.org](http://www.iaajordan.org)

Ad Spending by Sector (Jan By Year, 2000-2008)



Total Media Expenditure (Jan By Year, 2000-2008)



## Industry News – Regional

### IAA Kuwait elects new board for 2008–2010



The IAA Kuwait chapter members elected a new board of directors as follows: Danial Younes Bolous- President, Osama Abdullah- Vice President, Louai Alasfahani- Secretary General, Michel Barakat - Treasurer, Bassam Ghorayeb- Member, Saeed Zain-El-Din- Member, Farid Saloom- Member. The IAA - International Advertising Association was first established in New York back in 1938; today has more than 76 active chapters worldwide comprising of professionals from the agency, media and client sides of the industry.

For more information visit [www.mediame.com](http://www.mediame.com)

## Industry News – Regional

### More Arab brands now going global



Arabian Business discusses the rise of Arabian brands across the world, citing Emirates and Al Jazeera as leading examples that are now being followed by many more brands like Jumeirah, Emaar and others.

Emirates, an Arab company, conceived and built up out of Dubai, was now a global player and a global brand - equally recognisable on the streets of Riyadh and Rio. Emirates isn't the only Arab company to become a global household name.

Broadcaster Al Jazeera Network was ranked the world's fifth most influential brand in a 2004 Interbrand survey. Its English and Arabic news channels, coming out of Doha in Qatar, are now major players in the 24-hour rolling news industry.

Hotel group Jumeirah International - behind the landmark Burj Dubai hotel, has taken London and New York by storm with new developments. Emaar meanwhile, which is constructing the world's tallest building in Dubai, is soon to list on the London Stock Exchange for US\$40 billion - instantly propelling, for the first time ever, an Arab company into the upper echelons of the coveted FTSE100.

For more information visit [www.mediame.com](http://www.mediame.com)



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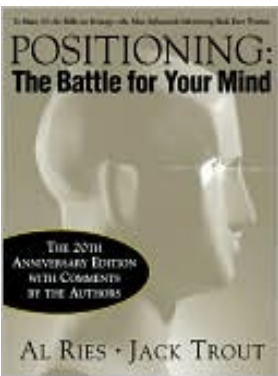
**WE'RE ON THE WEB!**

**CHECK OUT**

**[WWW.IAAJORDAN.ORG](http://WWW.IAAJORDAN.ORG) FOR**

**MORE NEWS!**

### We recommend...



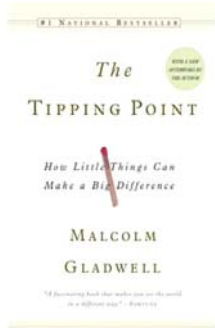
Reviewed by 71 customers on [www.amazon.com](http://www.amazon.com)

*"Yes, this is the renowned marketing classic, revered for bringing to light the now ubiquitous strategy of positioning."*



Reviewed by 20 customers on [www.amazon.com](http://www.amazon.com)

*"Neumeier takes us through what a brand is and the importance of zagging - ie being truly and fundamentally different."*



Reviewed by 800 customers on [www.amazon.com](http://www.amazon.com)

*"This book has a fascinating and original take on what makes people behave a certain way en masse."*

Customers who bought these books also bought:

- The Brand Gap: Expanded Edition by Marty Neumeier
- Beyond Buzz: The Next Generation Word-of-Mouth Marketing by Lois Kelly

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#### Solution

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9	8	3	6	1	7	2	2	7	9	9
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Puzzles from <http://www.sudokucollection.com/>