



Middle East Public Relations Association for Students

Volume 10, Issue 4

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Special points of interest:

- Try Internships
- Job Seeking
- Resume Workshops
- Professional Luncheons
- Tour PR Agencies

MEPRAS Mission Statement

The Middle East Public Relations Association (MEPRA) is a not-for-profit organisation that is proud to represent the interests of PR practitioners working in the region. MEPRA endeavours to highlight the strategic role of public relations and help set high standards for quality and ethical conduct by all practitioners. MEPRA for Students (MEPRAS) is focused on linking students with public relations practitioners in the parent organization. MEPRAS focuses on education about the profession. The website is www.mepras.org

Salary a Concern:

Private Sector AED

- PR or Media Relations Manager 16-35k
- Head of Communications 35-50k
- Director of Communications 50-75k

Government

- Press Officer or PR Executive 15-22k
- PR or Media Relations Manager 22-45k
- Head of Communications 45-60k

Agency AED

- Account Manager 15-22k
- Senior Account Manager 19-22k
- Director 45-55k
- Regional Managing Director/CEO 55-75k

Learn Opportunities for the Real World, Try Internship

Many students seek summer internships as a way of applying the theoretical knowledge they have acquired at a university, developing their understanding of specific career roles and forming an impression of the real challenges facing communications professionals locally. There are many advantages for participating in internships. It is a really good way to try out one's interest, values and abilities in a work setting, along with developing one's leadership and/or character development. Not only do internships build a person's personal skills, but they help with the development of professional skills with an increase in one's self-confidence as a student and a worker. The other major benefit of participating in internships is the network that one is creating for their future use. It is a great way to expand one's network of professional contacts. The

internship helps explore career options and practice job searching skills. Lastly, an internship looks great on one's resume. It shows experience and a commitment to the field.

MEPRA for Students has put together some contacts for students to get started with the internship process. All of these internships are in the Public Relations department of the agency or company. These businesses currently have their internship spots available.

- ArabianEye
Contact: Celia Peterson
T: 971 4 361 6098
- Dubai Travel + Tourism
Contact: Mariette Sayer
T: 971 50 658 3902
- eKadaa Public Relations
Contact: Irina Sharma
T: 971 4 391 2100

- The Media House
Contact: David Humphreys
T: 971 391 8085
- Wild Wadi Water Park
Contact: Nitasha Kohli
T: 971 348 4444

If interested and need more information, go to <http://www.mepras.org/>



Dubai Women's College students successfully finishing up their internship program.

Just Graduated and Job Searching...

Graduating college is a great accomplishment and your greatness should not be halted by the aggravation of job searching. Job searching should not be as stressful as newly graduates make it. It should add to your joyous time. MEPRAS has put together a guide to assist you with the job searching process.

Tips for successful job seeking...

- Networking– talk about job search with everyone and anyone
- Self assessment– before applying for a job, you should look at your knowledge, experience and skills.
- Speculate applications– Draw up a shortlist of firms or organizations in the area and the work you are interested in.
- Career services– Zayed University is a valuable resource of info and advice for job.
- Interview– PRACTICE, PRACTICE, PRACTICE! Being prepared and practiced helps the stress level decrease.

For more complete guide to successful job searching visit www.mepras.org

**MIDDLE EAST PUBLIC
RELATIONS ASSOCIATION
FOR STUDENTS**

MEPRAS
PO Box 75326
Dubai, UAE

Contact the Editor
Haroon Bartlett
T: 971 4 734 0000
F: 971 4 734 0001
E-mail: hbarlett@mepras.com

Upcoming Events

October 14, 2009 @ 09:00
PwC- RAG only event
Exclusive opportunity to hear PwC's insight on networking in the UAE.

October 15, 2009 @ 19:00
MEIFF-networking event
Middle East International Film Festival- "No One Knows about Persian Cats

November 5, 2009 @07:00
Middle East Marketing Tourism Summit
The first tourism marketing Summit of its kind to be conducted in Dubai. Students are free.

November 19, 2009 08:30
Internal Communications Forum
Internal Communications Forum

November 22, 2009 @ 09:00
3rd Annual PR Measurement Summit Workshops
3rd Annual workshops

Visit us on the Web
www.mepras.org



Middle East Public Relations Association for Students

Tour PR Agencies

There are 100 PR agencies in the UAE, both small and large services. MEPRAS has set up tours with agencies across the UAE. The tours offer a complete tour of the agency, a sit down lunch with two or three PR professionals of the agency and networking opportunities. Some of the agencies include:

- Active PR and Marketing Communications Consultancy
- Headline PR
- Matrix Public Relations
- O2 Public Relations
- RAWAJ International FZ-LLC
- Spot On
- Total Communications
- WPR

For a complete list of all the agencies that offer tours go to our website mepras.org



Public relations students combined the North and South Campuses of University of Zayed and toured Headline PR agency.

Resume Workshops

FREE RESUME WORKSHOPS!!!

MEPRAS and Claudia Curici, Public Relations coordinator from the very successful PR agency Active PR and Marketing Communications Consultancy, has teamed up to give college students and college alumni a chance to attend free resume workshops in various locations.

The event will help create winning resumes that will help get you interviews with the companies you would love to work for. The event will go through different steps that will ultimately complete the best resume you can create. The steps include writing a profile/skills summary that shows how valuable your experience is to hiring managers, transforming a list of job tasks into success stories, leverage education/internships to prove you have "the right stuff" to do the job, and then use the resume design templates to help stand out from the crowd.

Curici has looked at thousands of resumes of people trying to get into her company and she says, "It is so easy to filter through bad resumes right away, and make my hiring process a lot easier. Resumes are the first impression a job seeker gives and are very important."

Information of where and when the free workshops are being held are on the MEPRAS website www.mepras.org.

"Resumes are the first impression a job seeker gives and are very important."

-Claudia Curici
PR Coordinator
Resume Builder

"MERRAS' main goal is to help students be comfortable with the PR business world when they get out of college with helping them get exposed to real professionals with their own experiences to tell."

-Nitin Puri
President of
MERPAS

Successful Luncheon Brought Opportunities for Students

On Friday Aug. 28, 2009 a luncheon was held at the Zeyaad University on the South Woman's Campus to kick off their school year. The luncheon was put on to get the students to start thinking about their media and communication futures after college and be proactive during the school year to finding a job and networking. The luncheon included three guest speakers.

Sadri Barrage, Managing Director at Headline PR, who spoke about the advantages to networking. Sue Vey, the partner of Reputatoinlink, who spoke about being familiar with the phenomenon of social media and how it can bring you success in your career. Finally,



Guest speakers(Left to right) : Sadri Barrage, Sue Vey and Hania Tabet enjoying their lunch at the Zeyaad University luncheon.

Hania Tabet, PR managing director from TBWA/RAAD/PR, ended with a presentation about how social media is impacting the job seeking process. After the three presentations there was lunch provided by the university, followed by a time for Q & A for the

speakers. The luncheon ended with a chance for a meet and greet networking session.

"The turnout at the luncheon was greater than anticipated," said Nitin Puri, the President of MERPAS, who also attended the event. The event drew in 350 students from the campus and a lot of their professors

and local professionals in the surrounding area. Puri said, "MERRAS' main goal is to help students be comfortable with the PR business world when they get out of college with helping them get exposed to real professionals with their own experiences to tell."