
AURORA
THE AGENCY
CREDENTIALS
www.auroratheagency.com
Global Strategic Communications Agency

Welcome to
Aurora The Agency

We are a 360 global strategic communications agency.

We connect brands to people through integrated strategy, compelling storytelling, and impactful experiences.

Delivering Impact Since 2013

Since 2013, we have advised organisations across the UAE and GCC on how to navigate complex communications landscapes and build resilient, future-ready brands.

Our Philosophy

Our approach integrates business objectives, stakeholder insight and measurable performance to ensure that every programme contributes to reputation strength, market positioning and sustainable growth.

Sectors We Advise

Our work spans various industries from aviation to technology where we deliver integrated communications strategies aligned to measurable business outcomes, stakeholder trust and long-term brand resilience.

What We Do



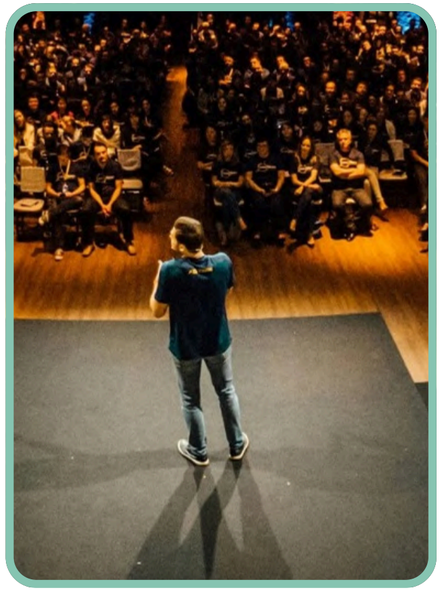
Corporate Communication



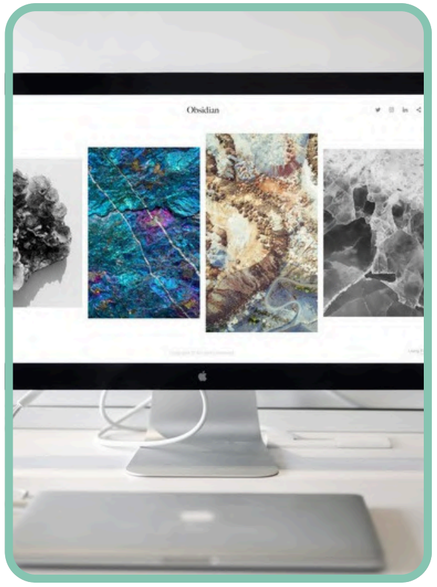
Digital Communications



Strategic Advisory



Brand Experiences & Strategic Events



Creative & Narrative Development

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Corporate Communications

Building Relationships | Managing Reputation

We believe in building a deep understanding of each client by working in close collaboration with them to fully grasp their unique needs, goals, and challenges. From this foundation, we develop bespoke strategies in communication solutions tailored to each organization that are designed to drive meaningful and measurable impact.

Our approach is governed by strict KPIs, ensuring every campaign is aligned with clear objectives and that performance is tracked for full accountability. This disciplined focus on results enables us to deliver high ROI, consistently maximizing the value of every investment. As a result, we enjoy exceptional client loyalty, with high retention rates that reflect our unwavering commitment to excellence, partnership, and long-term success.



Digital Communications

Our digital communications strategies translate business objectives into measurable online influence. We align brand voice, audience insight and performance analytics to ensure every channel supports your business goals.

We develop integrated social media strategies, bilingual content programmes (English and Arabic), content planning, and creation across platforms that strengthen credibility and engagement.



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Creative & Narrative Development

Our creative services translate strategic positioning into compelling visual and verbal storytelling that strengthens brand perception across every touchpoint. We develop campaign concepts, brochure and corporate collateral design, marketing copy, website content, social media captions, executive messaging and integrated brand narratives that ensure consistency in tone and voice.

Our in-house content production includes professional photography and videography, delivering high-quality visual assets that support campaigns across digital media platforms.



Brand Experiences & Strategic Events

We design and deliver experiential brand programmes that strengthen market presence and stakeholder connection.

Our services include corporate events, trade shows, conferences, panels and brand activations across the GCC. We have partnered with industry bodies and corporate organisations to curate high-level panel discussions, leadership forums and stakeholder roundtables that position brands at the centre of critical conversations.



Strategic Advisory

We advise organisations on elevating and protecting their brand in complex, high-stakes environments such as aviation where reputation and stakeholder confidence are critical.

Working closely with executive teams, we help organisations navigate sensitive moments, shape narratives by focussing on crisis and issues preparedness, communications audits and strategic planning. We also support executive profiling and leadership positioning to strengthen credibility across key industry platforms.



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Meet Our Founder/Director

Our Founder Iona Al Suwaidi brings more than a decade of experience advising organisations across the UAE, the wider GCC and international markets, she specialises in guiding brands through complex, high-visibility communications environments where reputation and stakeholder trust are critical.

Under her leadership, Aurora has grown into a strategic communications partner for organisations across aviation, automotive, healthcare and hospitality, delivering integrated programmes spanning corporate communications, media relations, digital engagement and brand experiences.



IONA AL SUWAIDI

Founder/Director

Meet Our Team

Since 2013, our team of communication strategists and creative specialists have been crafting integrated solutions across the UAE and GCC.



LIZ BAMFORD
Director of Comms & Strategy



ALBERT ALBA
Snr. Comms Manager



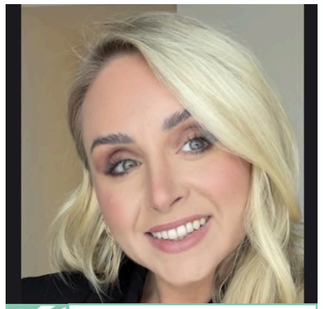
ZEINA SHABIB
Arabic Media Manager



ELIANE CHALHOUB
Snr. Comms Manager



RANA ZEDAN
Comms Manager



CHANTELLE SPENCER
Account Manager



RAMSHA RIZWAN
Jr. Account Manager



MARUFA JANNAT
Jr. Account Executive



SWITY ASNANI
Social Media Executive



GABRIEL OLANO
Acc. Executive/Copywriter



AFSAL BACKER
Graphic Designer

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Our Sector Expertise and Network

Our sector expertise spans multiple areas from aviation and healthcare, to technology, education and manufacturing.

We work closely with leadership teams to deliver 360° communications and marketing support, including strategic communications, public relations and industry events. Our work helps strengthen industry positioning and ensures organisations communicate with clarity and credibility.

Through our network across the GCC and beyond, we deliver integrated PR, communications, and marketing support across the UAE, KSA, Qatar, Bahrain, Kuwait, Oman, Egypt, Morocco, and Pakistan.



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Our Work

PR isn't just publicity – it's strategy that drives results. Look at our past projects to get a deeper look at how we help aviation giants, healthcare leaders and global brands master their messaging. Whether it’s developing complex white papers or navigating market entry, our work is built on strategy that flows with the current reality.



RoyalJet

PREMIUM PRIVATE AVIATION
طيران خاص متميز

Aviation Sector

RoyalJet, an Abu Dhabi-based luxury charter operator, has been a prominent player in the market since 2003. Aiming to recalibrate its brand and expand its audience, RoyalJet is now also focusing on attracting inbound travellers.



Activities undertaken

- Ongoing PR support to promote RoyalJet's offerings across the GCC countries.
- Media outreach: media invites /followups,interview set-ups with English and Arabic lifestyle and trade media.
- Content development: press releases,opinion pieces, Q&A write-ups and speeches
- Third-party liaison: identifying and endto-end execution of relevant opportunities
- Sponsorships: identifying, negotiating and executing relevant opportunities.
- Campaigns: managing creation and implementation of advertising campaigns on social channels including in-mail campaigns

Successes

- Garnered extensive media coverage in top-tier aviation, business, logistics, travel and lifestyle media, including dailies and trade
- Built strong relationships with aviation journalists across the region and globally

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طيران أديل
flyadeal

Aviation Sector

flyadeal is a Saudi Arabian low-cost carrier launched by Saudia in April 2016, headquartered at King Abdulaziz International Airport in Jeddah.

We manage flyadeal's communications efforts in both English and Arabic across the GCC region, enhancing brand visibility and expand media reach. These include integrated campaigns, media relations, crisis communications and press release distribution.



Activities undertaken

- Issued press releases on flyadeal's business milestones and new service offerings
- Handled crisis communications following global emergency aircraft software update
- Supported flyadeal's leadership at trade shows such as MRO Middle East
- Secured written and radio interviews for flyadeal's CEO during his recent trip to the UAE

Successes

- Strong coverage of statements and press releases, including major media outlets and dailies in the GCC
- Positioned flyadeal as a proactive and quick-responding company that is on top of urgent regulatory developments
- Raised awareness of flyadeal's affordable, flexible, and punctual flights

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chapman freeborn
The Global Aircraft Charter Specialists

Aviation Sector

Chapman Freeborn offers freight and specialist passenger services such as private jet charters for executive travel and large aircraft for crew rotations and international group travel.

Aurora the Agency handled Chapman Freeborn's public relations and communications activities in the GCC region, raising its brand profile and positioning its leadership as thought leaders in the private aviation sector.



Activities undertaken

- Issued press releases on Chapman Freeborn's business developments, such as appointments and business growth
- Drafted and pitched op-eds on important private aviation topics
- Supported the company in its participation in industry shows such as MEBAA

Successes

- Secured coverage in a wide variety of leading industry and business publications
- Raised the reputation of Chapman Freeborn leadership as experts in their field of specialisation
- Chapman Freeborn won the “Innovation in Regional Service Expansion” award at the Aviation Innovation Awards 2025

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Gama Aviation

Aviation Sector

Gama Aviation is a UK-headquartered private aviation company that opened its state-of-the-art Business Aviation Centre (BAC) in Sharjah.

Aurora the Agency was contracted to manage Gama Aviation's public relations and communications in the GCC leading up to the opening of the BAC, generating awareness of the project and engaging regional and international media.



Activities undertaken

- Created a key messaging strategy positioning the BAC as a way to futureproof business aviation in the region
- Issued press releases updating the media on company milestones and project progress
- Supported Gama Aviation at trade shows such as CJI and Dubai Airshow
- Organized interviews and project site visits for both regional and international aviation and business media
- Created monthly content for the Air in-flight magazine

Successes

- Strong coverage of press releases across a wide variety of media outlets
- Secured interviews with leading regional and international aviation media
- Raised awareness of the BAC's unique value proposition in a rapidly evolving aviation industry in the Middle East

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الغربية
Al Gharbia
A Senaat – JFE Venture

Al Gharbia Pipe Company (AGPC) is a manufacturer of longitudinally submerged arc welded (LSAW) steel pipes for various industrial applications.

It is a joint venture of three leading industrial partners from the UAE and Japan – Senaat, JFE Steel, and Marubeni Itochu Steel.
We support AGPC with both PR and social media outreach, raising the brand's profile within the UAE manufacturing sector.



Activities undertaken

- PR and social media content creation, including press releases and thought leadership
- Event support at industry conferences such as Make it in the Emirates and ADIPEC
- Media and corporate relations introducing AGPC to various media and busine

Successes

- Earned strong media coverage of AGPC's major milestones, such as its 500,000-ton production total and Industry 4.0 Digital Leader award
- Secured interviews in major business and industry media, such as CNN Business Arabic, CNBC Arabia, and Oil Review Middle East
- Achieved significant increase in number of followers and reach on social media

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IT Max Global is a managed service provider (MSP) and managed security service provider (MSSP) operating throughout the MEA region.

Its team team of over 150 skilled professionals dedicated to delivering transformative technology solutions has specialties across IT infrastructure, AI, analytics, digital transformation, and unified communications.



Activities undertaken

- Ongoing PR support, such as press release writing, translation, and distribution.
- Monthly op-ed articles.
- Content development from press releases, opinion pieces, to Q&A write-ups and speeches.
- Interviews with technology and business publications across the region.
- Secured interviews and features with leading media titles.
- IT Max Global CEO has been approached by a major daily newspaper for comments on a global tech issue.
- Organized a media roundtable attended by journalists from a wide range of publications.

pangaea

Technology Sector

Pangaea X, a leading platform for hiring top-tier freelance data analysts and machine learning experts, is revolutionising how businesses unlock insights from their data.

By connecting companies with the best talent without the overheads of traditional consultancies, Pangea X ensures efficient and cost-effective solutions. We support Pangaea X with both PR and social media outreach, ensuring the brand's visibilty with its target audience.



Activities undertaken

- Ongoing PR support to promote the brand across the GCC
- Media Outreach: media invites, follow-ups, and interview set-ups with English and Arabic business and technology titles
- CEO Profiling
- Content Development: press releases and opinion pieces

Successes

- Garnered extensive knowledge of business, technology, and trade publications
- Secured interviews and opinion editorials in top-tier publications like Entrepreneur Middle East, TECHx, Gulf Business, Khaleej Times, and Computer News ME

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AUTOTECH VENTURES

Autotech Ventures is a leading mobility-focused venture capital firm, headquartered in Silicon Valley in California.

It has nearly $600 million under management, connecting startups, corporations, and capital to solve the world's ground mobility challenges and shape the next era of transportation.

We provide PR & communications support to Autotech Ventures as it expands into the Middle East



Activities undertaken

- Localizing Autotech Ventures' messaging for the GCC Market
- Securing interviews for Autotech Ventures leaders visiting the region
- Support for participation, such as panel speaking, in regional industry events

Successes

- Created a communications strategy guiding Autotech Venture's entry into GCC market
- Secured TV, radio, and online media interviews during an Autotech Ventures executive's five-day visit to Dubai
- Assisted in the transition of a newly appointed Middle East representative

INEOS Automotive

Founded in 2017, UK-based INEOS Automotive Limited blends British ruggedness with German engineering to deliver 4x4 vehicles that offer unmatched off-road capability, durability and reliability worldwide.

We work closely with INEOS Automotive to promote the brand across key MENA markets.



Activities undertaken

- Ongoing PR support to promote INEOS Automotive across the MENA region
- Building and nurturing brand awareness for the INEOS Grenadier, the INEOS Quartermaster and the INEOS Fusilier
- Media outreach: media mapping across various top-tier media in the region in both English and Arabic, covering automotive, luxury lifestyle, business and general news titles.
- PR planning and execution with INEOS Automotive's global PR team
- Press release distribution and coverage monitoring
- PR event management

Successes

- Conceptualised, planned, organised, managed and executed event
- Two rotations of media launch drives through varied UAE terrain
- Involved 20 journalists from 20 different media titles across the GCC
- Resulted in extensive and positive media coverage in both English and Arabic

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Keyloop is a leading provider of automotive retail solutions, with more than 40 years of industry expertise and over 14 billion digital interactions captured to date. Its cutting-edge solutions cater for every stage of the automotive retail ecosystem, connecting retailers, OEMs, financiers, and fleet suppliers with their consumers via innovative Experience-First software.



Spanning demand, supply, operations and ownership, Fusion is Keyloop's dynamic Automotive Retail Platform, optimising the automotive retail lifecycle for customers and consumers alike. It increases both vehicle and customer lifetime value through seamless automation and personalisation, while its technology serves more than 20,000 retailers, more than 80 OEMs, 80% of the top 10 UK leasing companies, and 60% of brands within Europe's financier space.

Activities undertaken

- Ongoing PR support to promote KeyLoop's offerings across the GCC countries.
- Content development from press releases, opinion pieces, to Q&A write-ups and speeches
- Distribution of press releases and support at the Mobility Live event
- Securing interviews and press coverage, interviews at their KeyLoop's event, Fusion Live.
- Media Outreach: media invites, follow-ups, and interview set-ups with English and Arabic business and technology titles
- Content Development: press releases and opinion pieces

اسبن الطبية
aspenmedical

Healthcare Sector

Aspen Medical, is a Australian-based health service company with operations in several countries, including the United Arab Emirates. As a global partner in comprehensive healthcare solutions., Aspen Medical specialise in delivering bespoke services that combine health workforce, facilities and technology.



Aurora the Agency writes, designs and produces all marketing and social media collateral, including roll-up banners, digital screens, email footers, thought leadership pieces, website pop-ups, stakeholder newsletters and campaign videos. Aurora also strategise and work on research output such as white papers, reports etc.

Aspen Medical also showcased their emergency response and deployable healthcare capabilities at the WHO's sixth Global EMT Conference.

Aurora also managed the event on their behalf, starting with booth production and design. We also created brochures and organised branded giveaways for visitors. Our photography and videography team captured the event, including a speaking opportunity we secured for Aspen Medical's Founder and Executive Chair.

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The Hashgraph Group

Fintech Sector

Aurora the Agency was entrusted with the exciting task of conceptualising and designing two new regional websites for the Hashgraph Group.

Our scope included crafting a creative design with a fresh logo and comprehensive style guide, developing a full website, including a landing page, and producing brand collateral such as a compelling pitch deck, an informative brochure, and an engaging hero video.

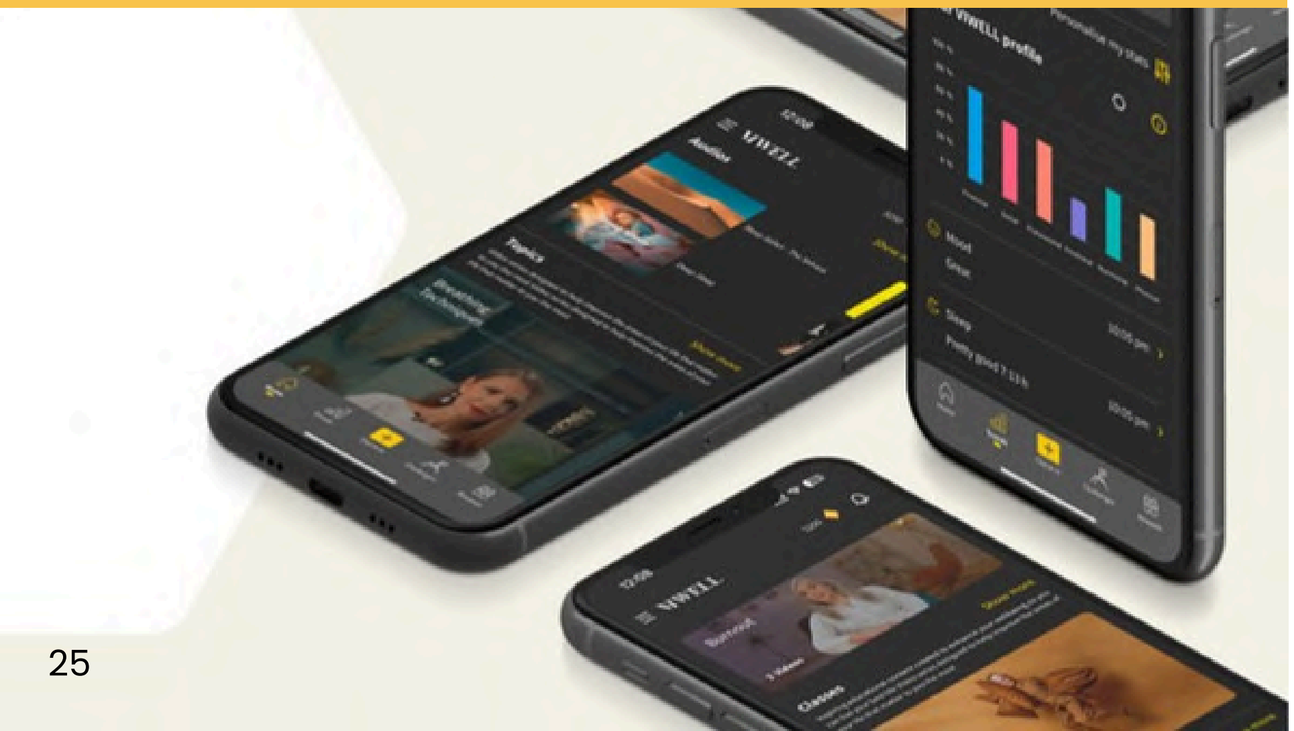




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VIWELL

VIWELL is a leading workplace wellbeing solutions company that supports organizations in building thriving, balanced environments where employees are empowered, engaged, and supported to perform at their best.



Through its advanced digital platform and curated real-world experiences, VIWELL delivers personalized wellbeing programs that address the six pillars of wellbeing: physical, mental, social, financial, nutritional, and professional.

We work with VIWELL to develop its brand message and generate awareness through media coverage and events.

Activities undertaken

- Drafting and distributing press releases and op-eds
- Creating content for VIWELL's website and social media accounts
- Supporting VIWELL as it participates in various wellbeing events across the Middle East

Successes

- Facilitated VIWELL's participation in a wellbeing summit held across four Middle East cities: Cairo, Riyadh, Muscat, and Dubai
- Supported VIWELL in organising media and community events
- Helped expand VIWELL's professional network

STRATEGIC HOUSING GROUP

Strategic Housing Group (SHG) is the international developer and operator of award-winning student and young professionals co living communities.



The group's pioneering brands, including The Myriad and URBN Living, are globally recognised for their focus on community, experience, and excellence, earning multiple awards and consistently delivering maximum occupancy and satisfaction rates.

We support SHG as it expands its operations in the Middle East, particularly in the UAE and Saudi Arabia, where there is rapidly growing demand for affordable housing options.

Activities undertaken

- Press release drafting and distribution to Pan-Arab and Saudi Arabian media
- Interviews with business and industry media
- Op-ed and thought leadership pieces

Successes

- Extensive English and Arabic coverage of SHG's The Myriad brand expansion into Saudi Arabia
- Secured radio interviews on The Business Breakfast on 103.8 Dubai Eye FM and Mira Business FM
- Published op-eds in major industry titles such as Construction Week Property magazine

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Technology Sector

Huawei, a global technology leader, is a standout participant at GITEX, the region's premier annual tech event in Dubai, showcasing cutting-edge innovations across various sectors.



This event attracts thousands of industry leaders, innovators and tech enthusiasts from around the world. Recognising the immense potential to engage with the regional audience, Huawei entrusted us with managing their social media for this high profile event. Our mission was to amplify their impact, connecting their technological advancements with the dynamic global tech community.

Activities undertaken

- Managed five days of real-time coverage focused on Huawei's B2B audience at GITEX
- Showcased Huawei's latest technology, highlighted key speakers and shared notable quotes
- Covered key partnerships, such as MoUs, to demonstrate Huawei's strategic role in the region
- Coordinated seamlessly with multiple teams, delivering efficiently and on schedule
- Provided coverage in both English and Arabic, ensuring wider reach and engagement

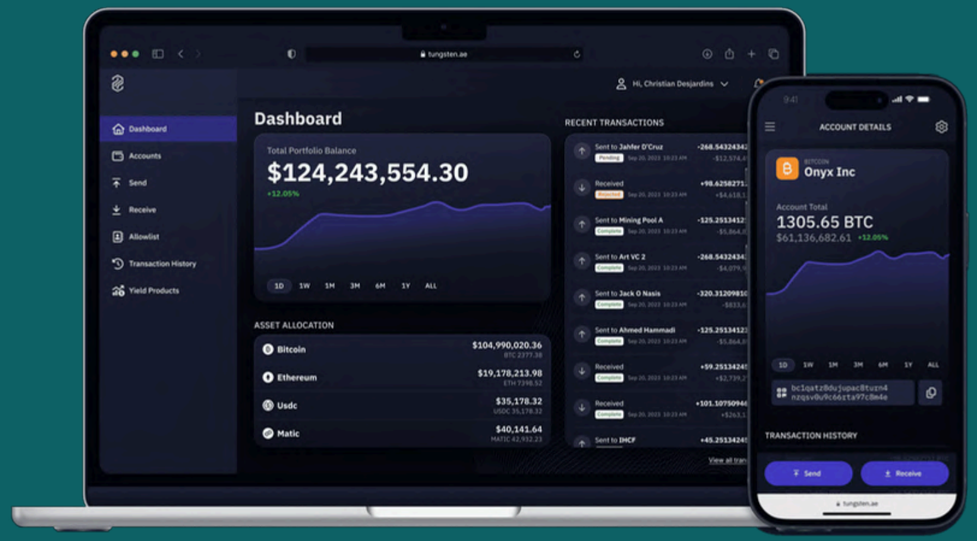
Successes

- Significant increase in footfall to Huawei's booth
- Notable boost in social traffic and engagement across platforms
- Expanded reach among relevant B2B audiences, strengthening Huawei's brand presence in the region's tech community

TUNGSTEN
A ZODIA CUSTODY COMPANY

Technology Sector

Tungsten, a leader in secure and regulated digital asset custody, sought to strengthen its LinkedIn presence to enhance brand awareness, position itself as an industry authority, and engage with high-net-worth individuals (HNW) and institutional investors.



We support Tungsten with their LinkedIn strategy, helping drive visibility, thought leadership, and engagement.

Activities undertaken

- Developed a LinkedIn strategy aligned with industry trends and audience insights.
- Conducted in-depth research on fintech and digital assets to create high-quality content.
- Published thought leadership pieces to position Tungsten's executives as industry experts.
- Regular reporting and analysis to track performance and refine content approach.
- Focused on organic audience growth and improving engagement through tailored content.

Successes

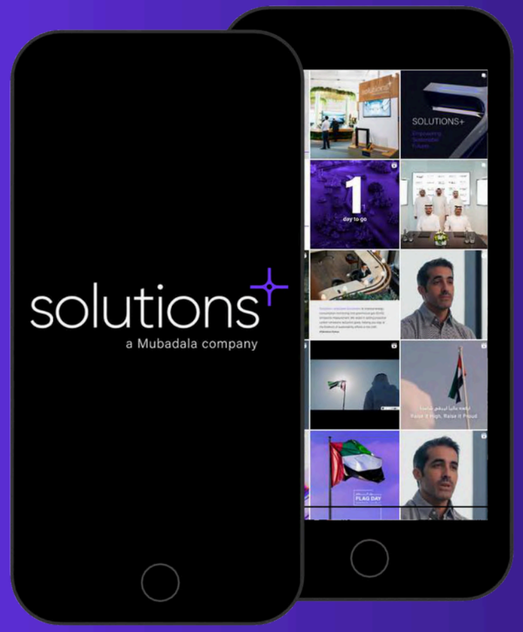
- Aurora's strategic LinkedIn approach led to significant performance improvements in just one month:
- Impressions skyrocketed by 566.3%, growing from 1,148 in January to 5,557 in February.
- Reactions surged by 5,200%, increasing from 20 to 159.
- Engagement rate nearly doubled, climbing from 5.1% in January to 9.5% in February.
- Comments increased from 1 to 9, fostering more industry discussions.
- Reposts grew from 0 to 9, expanding content reach within the professional community.

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solutions+
a Mubadala company

Technology Sector

Originally established as MDBMS, Solutions Plus UAE emerged as an independent brand to broaden its services and reach a wider audience.



With a mission to provide advanced ICT and digital solutions across sectors like government, healthcare, and energy, Solutions Plus UAE sought to drive transformation across the UAE's digital landscape. For their brand launch, we managed their social media presence, delivering bilingual content in both English and Arabic to connect with diverse audiences effectively.

Activities undertaken

- Provided live coverage for COP28, including booth highlights, panel appearances, and key announcements
- Managed end-to-end ideation, content creation, and ad campaigns for Solutions Plus UAE's various verticals and services
- Developed bilingual content in English and Arabic to connect with a wider audience
- Ran targeted social media ads to boost visibility across different sectors.

Successes

- Strengthened Solutions Plus UAE's presence at COP28 by delivering timely, relevant content that captured audience interest and expanded brand recognition
- Successfully launched the brand, increasing visibility in the UAE and beyond
- Achieved significant organic reach through engaging content, complemented by targeted paid campaigns

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SOFITEL
HOTELS & RESORTS
THE PALM, DUBAI

Sofitel Dubai The Palm is a tropical sanctuary on Palm Jumeirah's East Crescent, offering a rejuvenating escape from the hustle and bustle of Dubai.



Sofitel, AccorHotels' authentic luxury brand, blends local culture and French art de Vivre to create magnificent moments for international travellers seeking a uniquely elegant experience.

Activities undertaken

- Ongoing PR support to promote Sofitel Dubai The Palm's offerings across the GCC countries
- Staycation organisation and execution for top Tier 1 Lifestyle Media and Influencers
- Media Outreach – including media invites / follow ups, interview set-ups with English and Arabic Lifestyle and Trade Media
- Event support for all activities undertaken at the premises, by inviting top Tier 1 Lifestyle Media and Influencers
- Relevant award identification, write up and submission
- Content development from press releases, opinion pieces, to email Q&As
- Looking after all the relevant hospitality award write-ups and submissions
- Third party liaison with event organisers from identifying relevant opportunities to full-fledged execution

ATMOSPHERE

HOTELS & RESORTS

Atmosphere Hotels & Resort (AH&R) is an exciting and award-winning ‘Indian Ocean Resort Brand’ promoted jointly by the Maldivian Resort Development Group – EON Resorts & Key Hospitality Entrepreneurs.



Featuring four unique resorts in the Maldives, the group is committed to consistently deliver a high-quality customer-centric experience, offering best in class approach by capturing the true essence of the brand promise, the ‘Joy of Giving’.

Activities undertaken

- Ongoing PR support to promote the Atmosphere resort portfolio across the GCC
- FAM trips organisation and execution for top Tier 1 Lifestyle Media and Influencers
- Media Outreach – including media invites / follow ups, interview set-ups with English and Arabic Lifestyle and Trade Media
- Content development from press releases, opinion pieces, to award submission write-ups and speeches
- Third party liaison with event organisers from identifying relevant opportunities to full-fledged execution.
- Extensive knowledge of hospitality, F&B, travel and lifestyle media and influencersIn-mail campaigns.

RIXOS HOTELS

Situated on the pristine white sands on the peaceful Marjan Island of Ras Al Khalmah, Roxos Bab Al Bahr has a beautiful beach, stylish accommodations, upscale restaurants, breath-taking views and all the amenities you would expect from a five-star beach resort in the United Arab Emirates.

A resort with a difference, at Roxos Bab Al Bahr, guests can indulge in a variety of restaurants at no additional cost.



Activities undertaken

- Ongoing PR support to promote Rixos Bab Al Bahr offerings across the OCC countries and beyond
- Staycation organization and execution for Tier Lifestyle Media and Influencers
- Media Outreach – including media invites / follow ups, interview set-ups with English and Arabic
- Event support for all activities undertaken at the premises, by inviting top Tier 1Lifestyle & Business Media
- Secures quality coverage in tier imedia titles I.e. Vogue Arabia, Cosmopolitan ME, The National, Gulf News, Khaleej Times, WhatsOn, Time Out and more
- Extensive knowledge with prominent hospitality, F&B, travel and lifestyle media titles and influencers
- Built strong relationships with media professionals and high-end lifestyle content creatorsy

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INSEAD

The Business School for the World®

INSEAD is one of the world's leading and largest graduate business schools and offers participants a truly global educational experience.



With locations in Europe (France), Asia (Singapore), the Middle East (Abu Dhabi) and North America (San Francisco) and alliances with top institutions, INSEAD's business education and research spans the globe. Aurora has been the communications partner of INSEAD since January 2022, helping the entity to create awareness, grow its talent base and gain some insightful coverage across the region.

Activities undertaken

- Supporting with media outreach, securing media attendance to events.
- Press release distribution, and setting up of interviews
- Organised a press briefing to show media how INSEAD incorporates Virtual Reality in the classroom
- Organised a GEMBA Networking Iftar and invited media
- Media Outreach – including media invites / follow ups, interview set-ups with English and Arabic Business and Trade.
- Support ort with writing press releases, write-ups, Op-eds and interviews
- Helped launch INSEAD Talks

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BRITISH COUNCIL

British Council is the UK's international organization for cultural relations and educational opportunities, operating in over 100 countries to build connections, understanding, and trust.



Inspired by the relationship between His Highness Sheikh Mohammed bin Rashid Al Maktoum And Queen Elizabeth II, Aurora developed a marketing and communications plan to strengthen the UAE Alumni UK Programme.

Aurora focused on PR and social media to increase reach and awareness, around the shared heritage and business ethos of The United Kingdom and the United Arab Emirates.

Activities undertaken

- Engage and maintain connections with Emirati graduates who have studied in the UK, fostering a sense of community and encouraging their involvement in events and discussions.
- With 24x7 Press office management and social media amplification, the campaign created a platform for network building and fostering professional in personal growth that can help strenghten and reinforce the relations between the UAE and the UK.

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AUS UAE
BUSINESS COUNCIL

On November 2025, CEPA Connect: Bridging Business in the UAE and Australia was held as an exclusive closed-door event. For Australian companies in the UAE, CEPA opens up new pathways for growth, investment and strategic alignment with national priorities



Jointly hosted by the Australia UAE Business Council, Aspen Medical, GHD Global, and Aurora.

Activities undertaken

- CEPA bought together UAE and Australian government representatives and business leaders from CEPA-aligned sectors to share insights , explore opportunities and network with industry peers.
- Aurora faciilitated the roundtable event including PR and social media content creation, press releases and thought leadership
- The event was covered by major English and Arabic Media outlets.

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Middlesex University

Middlesex University (MDX) Dubai is a world-class British university education campus of Middlesex University London.



Aurora The Agency was the communications partner of Middlesex University Dubai for over three years, helping the entity to create awareness, grow its talent base and gain some insightful coverage across the region. One of the successful initiatives was the annual Youth Festival where Bollywood superstar, Hemma Sardesai was invited to host the festival in 2018.
Aurora was instrumental in facilitating a Memorandum of Understanding (Mou) between Fichte & Co legal consultants and the university that helped to shape the future of legal young talents.

Key highlight is the university's annual graduation ceremony, where the agency did not only support the brand, but also successfully identified and managed Tier 1 media interactions for honorary doctorates

Activities undertaken

- Event support throughout the university' annual calendar
- Media Outreach – including media invites / follow ups, interview set-ups with English and Arabic business and education titles
- CEO Profiling
- Content development from press releases, opinion pieces and speeches

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The Institution of Engineering and Technology

The Institute of Engineering and Technology (IET) aimed to unveil the findings of its international Green Skills Survey at COP28 in Dubai, shedding light on essential skills required by engineers in combating climate change.



IET enlisted Aurora The Agency's support to manage PR & Communications activities, raising awareness about the survey's results through media interviews and a launch event.

Activities undertaken

- IET hosted a launch event at the Ritz Carlton Hotel DIFC, Dubai on December 7th, 2023, coinciding with COP28. The event featured a presentation of the survey results and an academic panel discussion with industry and academia representatives.
- Dr. Gopichand Katragadda, IET President, participated in interviews to promote discourse on the survey's findings and address skills gaps in engineering organisations.
- Aurora The Agency drafted and distributed press releases highlighting key aspects of the Green Skills Survey, emphasizing its global reach and the significance of addressing skills gaps in engineering for achieving net zero targets.
- Pre-launch press releases effectively disseminated key survey insights, generating awareness about the importance of green skills in engineering
- The launch event facilitated productive dialogue among industry and academia representatives, fostering collaboration to address skills shortages and advance sustainability goals.
- Launching the survey results at COP28 aligned with the thematic focus on Youth, Education, and Skills, maximizing visibility and impact within the global sustainability discourse.

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ASICS TIGER had a presence at the trainer festival Sole DXB.

We created and produced all activations on the stand and project managed all third parties involved, including F&B execution and staff, DJ, dancers, hosts and activation artists, ensuring the stand roared with action.





ADVENTURE ISLAND

Entertainment Sector

Aurora the Agency was tasked with managing the launch of Adventure Island's flagship venue in Dubai that offers eight entertainment attractions under one roof.



Aurora the Agency supported Adventure Island's exclusive sneak peek event for media and influencers. The team handled all aspects of the launch event from writing invitation copy and coordinating schedules to monitoring on- and offline coverage, thus ensuring seamless execution every step of the way.



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