



# Emirates 101

*Your ultimate guide to everything Emirati*

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**mpaign Title: *Emirates 101***

**A Program Plan submitted as the Capstone for COM-498**

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## **Executive Summary**

*Emirates 101* is a UAE handbook whose goal is to promote UAE culture and lifestyle among tourists and expatriates through its publication. The name *Emirates 101* was chosen as it best represents the contents of the publication. The word *Emirates* was chosen as the handbook focuses on the UAE and its culture and lifestyle. *101* was added to portray to the tourists and expatriates that all the necessary information that they need could be answered in the handbook. *Emirates 101* is the only publication in the UAE that offers high quality information that is set out in a user-friendly manner. Upon first arriving in the UAE, most tourists and expatriates do not know where to find information about the Emirati culture and lifestyle, therefore they end up offending the local culture and violate the laws without their knowledge. This provides *Emirates 101* with the opportunity to create a pocket guide that allows tourists and expatriates to enhance their knowledge of the Emirati culture and lifestyle. *Emirates 101's* main customers are tourists and expatriates who wish to discover and understand Emirati culture and lifestyle. *Emirates 101's* possible competitor is the *Sheikh Mohammed's Center for Cultural Understanding(SMCCU)*, which offers similar services, but includes face-to-face interaction. The handbook's main goal includes: to educate tourists and expatriates about the UAE and the Emirati culture and lifestyle. The handbook's objectives will fulfill this goal in terms of awareness, acceptance and action objectives. All of the objectives will be evaluated periodically to ensure that *Emirates 101* is achieving its aim. A proactive strategy will be used that includes tactics - such as print and interactive media - to publicize the handbook. A total budget of AED 8,500 will be divided among the different tactics with a timeline of eight weeks in order to achieve

the aim of the publication. This strategic plan is based on the outline mentioned in the textbook, *Strategic Planning for Public Relations: Third Edition*, by Ronald D. Smith, where the strategy plan is divided into four phases: Formative Research, Strategy, Tactics and Evaluative Research.