EIGHT
BALL
CONSULTING GROUP
8BALL CONSULTING
CREDENTIALS

WHAT WE DO

WE DEFINE THE FUTURE AND NOT HIDE FROM IT

We Help you see the world differently; discover opportunities you may never have imagined and achieve results that bridge what is with what can be.

We have an insurgent mindset and deliver integrated innovative solutions to win a uniquely collaborative relationship with our clients.

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HOW WE WIN

RESULTS AND NOT REPORTS

We seek out people and clients who challenge themselves to be exceptional- and champion that spirit in others. We're guided by our unwavering commitment to always do the right thing by our clients, people and communities.

We define a bold ambition with clients, then work together as one team to create such high levels of value that we set new standards of excellence for our industries.

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Organizational Chart

Narmine Nayef Taha
CEO/ Founder

James Macfarlane
General Manager

Ayed Al Afari
HR

Salah Abdul Baki
Account Director

Mohammad Galal
Finance Manager

Rabah Saidi
Account Manager

Patrick Forbes
International Media Specialist

Chris Blackhurst
International Media Lead

Andy Holdsworth
International Media and Crisis Specialist

Hadil Sahyouni
Social Media Community Manager

Abdulaziz Alzaidani
Senior Content Writer

Sattam Ayed
Customer Service Manager

Reine Ghosn
Administrative Assistant

Ahmed Abdelaziz
Art Director

Ismail Kamal
Senior Animator

Reem Alhafity
Senior Graphic Designer

Niyamul Kabir
Senior Graphic Designer

Raziul Ahmad Ahad
Senior Graphic Designer

Rana Hasan
Senior Graphic Designer

OUR SERVICES

COMMUNICATION
CONSULTANCY

COMMUNICATION
STRATEGY

PR
STRATEGY

SOCIAL MEDIA
STRATEGY

MARKETING &
BUSINESS PLANS

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OUR SERVICES

BRANDING
SERVICES

BRAND STRATEGY

LOGO AND CORPORATE IDENTITY EXPERIENCE

BRAND EXPERIENCE

PACKAGING DESIGN

PACKAGING GUIDELINE

BRAND JOURNEY

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OUR SERVICES

INTEGRATED
MARKETING

Campaigns

Social Media

Podcast

Events &
Entertainment

Strategy & planning

Animation

Production

Website & Application
Development

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PORTFOLIO

EIGHT BALL
CONSULTING GROUP

Government

المدفوعات السعودية
SAUDI PAYMENTS

برنامج خدمة ضيوف الرحمن

FUTURE INVESTMENT INITIATIVE
Powered by the Future Investment Initiative Institute

مهرجان الملك عبدالعزيز للإبل
King Abdulaziz Camel Festival

الهيئة العامة للترفيه
General Entertainment Authority

APD
هيئة رعاية الأشخاص ذوي الإعاقة

الهيئة العامة للسياحة والتراث الوطني
Saudi Commission for Tourism & National Heritage

مؤسسة النقد العربي السعودي
Saudi Arabian Monetary Authority

مكتب تحقيق الرؤية
Vision Realization Office
منظومة الطاقة والصناعة والثروة المعدنية
Energy, Industry & Mineral Resources

الهيئة السعودية للفضاء
SAUDI SPACE COMMISSION

وزارة الاستثمار
Ministry of Investment

استثمر في السعودية
INVEST SAUDI

السعودية الرقمية
Digital Saudi

هيئة الحكومة الرقمية
Digital Government Authority

وزارة الاتصالات وتقنية المعلومات
MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY

موانئ
MAWANI
الهيئة العامة للموانئ
SAUDI PORTS AUTHORITY

مدرستي
Madrasati

بلدي
balady

اعتماد
Etimad

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Human Resources and Social Development

وزارة الثقافة
Ministry of Culture

وزارة الرياضة
Ministry of Sport

ملتقى الحكومة الرقمية
Digital Government Forum

قياس
Qeyas

هيئة الاتصالات والفضاء والتقنية
Communications, Space & Technology Commission

جائزة الحكومة الرقمية

الهيئة العامة للترفيه
General Entertainment Authority

البرنامج الوطني لتنمية تقنية المعلومات
National Technology Development Program

إيجار
EJAR

أبشر

توكلنا
Tawakkalna

QIWA
قوى

صحتي

ناجز
najiz
الخدمات العدلية الإلكترونية
Judicial Electronic Services

وزارة التعليم
Ministry of Education

وزارة الحج والعمرة
MINISTRY OF HAJJ AND UMRAH

وزارة المالية
Ministry of Finance

وزارة الشؤون البلدية والقروية
Ministry of Municipal & Rural Affairs

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Automotive

شركة المواصلات العامة
Public Transportation Co

JAGUAR

سابتكو
SAPTCO
Saudi Public Transport Company

LAND ROVER

Technology

BAE SYSTEMS

ise
International Systems Engineering
الدولية لهندسة النظم

SMSCMC
الشركة السعودية للصيانة وإدارة خطوط الإمداد المحدودة
Saudi Maintenance & Supply Chain Management Co.

موبايلي
mobily

Saudi Bell
شركة مجموعة الجرس السعودي

Finance

مصرف الراجحي
Al Rajhi Bank

anb
arab national bank البنك العربي الوطني

الرّكاز
Alrikaz
Member firm of Andersen

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Travel & Leisure

Wild Discovery
Travel & Tourism

Al Tayyar
More Than a Travel Agency

السعودية
SAUDIA

THE RED.

NEOM نيوم

السودة للتطوير
Soudah Development

Medical

CMH | CITY MED
مستشفى سيتي مد

Bupa

Pfizer

Construction

شركة جدة الإقتصادية
JEDDAH ECONOMIC COMPANY

EMAAR

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Retail

SNOB CAFE

LANDMARK GROUP

LaBella COFFEE & BAKERY

Unilever

الخزائن المبتكرة creative closets

BUNAWA COFFEE

Labello®

WOJOOH وجوه FACES OF BEAUTY

FURRYTAILS FOOD · TOYS · TREATS · SUPPLIES

رد سي مول RED SEA MALL

سافولا SAVOLA

GAHWA

SHOCOLATA NATURAL&HANDMADE

Kleenex® BRAND

غوبلرز Gobblers

El Barrio Café THE HIDEOUT

Uber

SUCRÉ SALÉ since 1995

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Education

جامعة الأميرة نورة بنت عبدالرحمن
Princess Nourah Bint Abdulrahman University

جامعة الملك سعود
King Saud University

جمعية صوت متلازمة داون
Saut: The Voice of Down Syndrome Society

Corporate

NATIONAL GEOGRAPHIC

TOYSEUM
RELIVE YOUR CHILDHOOD

epic
Saudi Talent Force

agency

ARASCO أراسكو

onsor mosha عنصر مشع

Leo Burnett

SAATCHI & SAATCHI

BBDO

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Entertainment

8Ball Consulting Confidential © 2024

STRATEGY & PLANNING

RGMBS

- Communication & PR strategy
- Communication & PR Planning
- Content Development
- Social Media Calendar

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وزارة الاستثمار
Ministry of Investment

UPDATED
INVESTMENT LAW

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**

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اجتماع الطاولة المستديرة السعودي-البرازيلي
SAUDI-BRAZILIAN ROUNDTABLE MEETING

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment

SAUDI BRAZILIAN ROUNDTABLE

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**
- **On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)**

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اجتماع الطاولة المستديرة السعودي - دول الكاريكوم
SAUDI-CARICOM ROUNDTABLE MEETING

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment

SAUDI CARICOM
ROUNDTABLE

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**
- **On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)**

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منتدى الاستثمار السعودي الأوروبي
SAUDI-EU INVESTMENT FORUM

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment

SAUDI-EU
INVESTMENT FORUM

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**
- **On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)**

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FUTURE MINERALS FORUM

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment

FUTURE MINERALS FORUM

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**
- **On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)**

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LEAP 2024

- Communication & PR strategy
- Communication & PR Planning
- Content Development
- Social Media Calendar
- On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)

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LEAP 2023

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**
- **On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)**

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LEAP 2022

- Communication & PR strategy
- Communication & PR Planning
- Content Development
- Social Media Calendar
- On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)

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Gartner

السعودية الرقمية
Digital Saudi

GARTNER 2024
-SPAIN

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**
- **On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)**

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Gartner

السعودية الرقمية
Digital Saudi

GARTNER 2023
-SPAIN

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**
- **On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)**

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WORLD ECONOMIC FORUM

السعودية الرقمية
Digital Saudi

WORLD ECONOMIC FORUM - SWITZERLAND

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**
- **On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)**

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ملتقى الحكومة الرقمية
Digital Government Forum

هـيـئـة الحكومة الرقـمـية
Digital Government Authority

DIGITAL GOVERNMENT FORUM 2024

- Communication & PR strategy
- Communication & PR Planning
- Content Development
- Social Media Calendar
- On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)

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ملتقى الحكومة الرقمية
Digital Government Forum

هـيـئـة الحكومـة الرقـمـيـة
Digital Government Authority

DIGITAL GOVERNMENT FORUM 2023

- **Communication & PR strategy**
- **Communication & PR Planning**
- **Content Development**
- **Social Media Calendar**
- **On ground Team (Listeners, Writers, Designers, Publishers & Media Coverage)**

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EIGHT BALL CONSULTING GROUP

CAMPAIGNS

وزارة الاستثمار
Ministry of Investment

UPDATED
INVESTMENT LAW

119
Published Articles

4195
Mentions

13.47
Million Total Reach

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السعودية الرقمية
Digital Saudi

DIGITAL SAUDI

1.2

Million
Total Reach

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اجتماع الطاولة المستديرة السعودي-البرازيلي
SAUDI-BRAZILIAN ROUNDTABLE MEETING

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment

SAUDI BRAZILIAN ROUNDTABLE

118
Published Articles

9
Media Coverages

6.8
Million Total Reach

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اجتماع الطاولة المستديرة السعودي - دول الكاريكوم
SAUDI-CARICOM ROUNDTABLE MEETING

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment

SAUDI CARICOM ROUNDTABLE

69
Published Articles

8
Media Coverages

3.4
Million Total Reach

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منتدى الاستثمار السعودي الأوروبي
SAUDI-EU INVESTMENT FORUM

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment

SAUDI-EU INVESTMENT FORUM

144
Published Articles

12
Media Coverages

37.7
Million Total Reach

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FUTURE MINERALS FORUM

108
Published Articles

21
Media Coverages

60.2
Million Total Reach

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LEAP 2024

134
Published Articles

18
Media Coverages

23.5
Million Total Reach

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LEAP 2023

117
Published Articles

24
Media Coverages

43.8
Million Total Reach

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FMF

117
Published Articles

24
Media Coverages

43.8
Million Total Reach

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Gartner

السعودية الرقمية
Digital Saudi

GARTNER 2024
- SPAIN

34
Published Articles

8
Media Coverages

5.7
Million Total Reach

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Gartner

السعودية الرقمية
Digital Saudi

GARTNER 2023
- SPAIN

18
Published Articles

8
Media Coverages

1.7
Million Total Reach

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ملتقى الحكومة الرقمية
Digital Government Forum

هيئة الحكومة الرقمية
Digital Government Authority

DIGITAL GOVERNMENT FORUM 2023

89
Scripts (Bilingual)

245
Posts (Bilingual)

146
Translated Documents

108
Published Articles

12
Media Coverages

37.3
Million Total Reach

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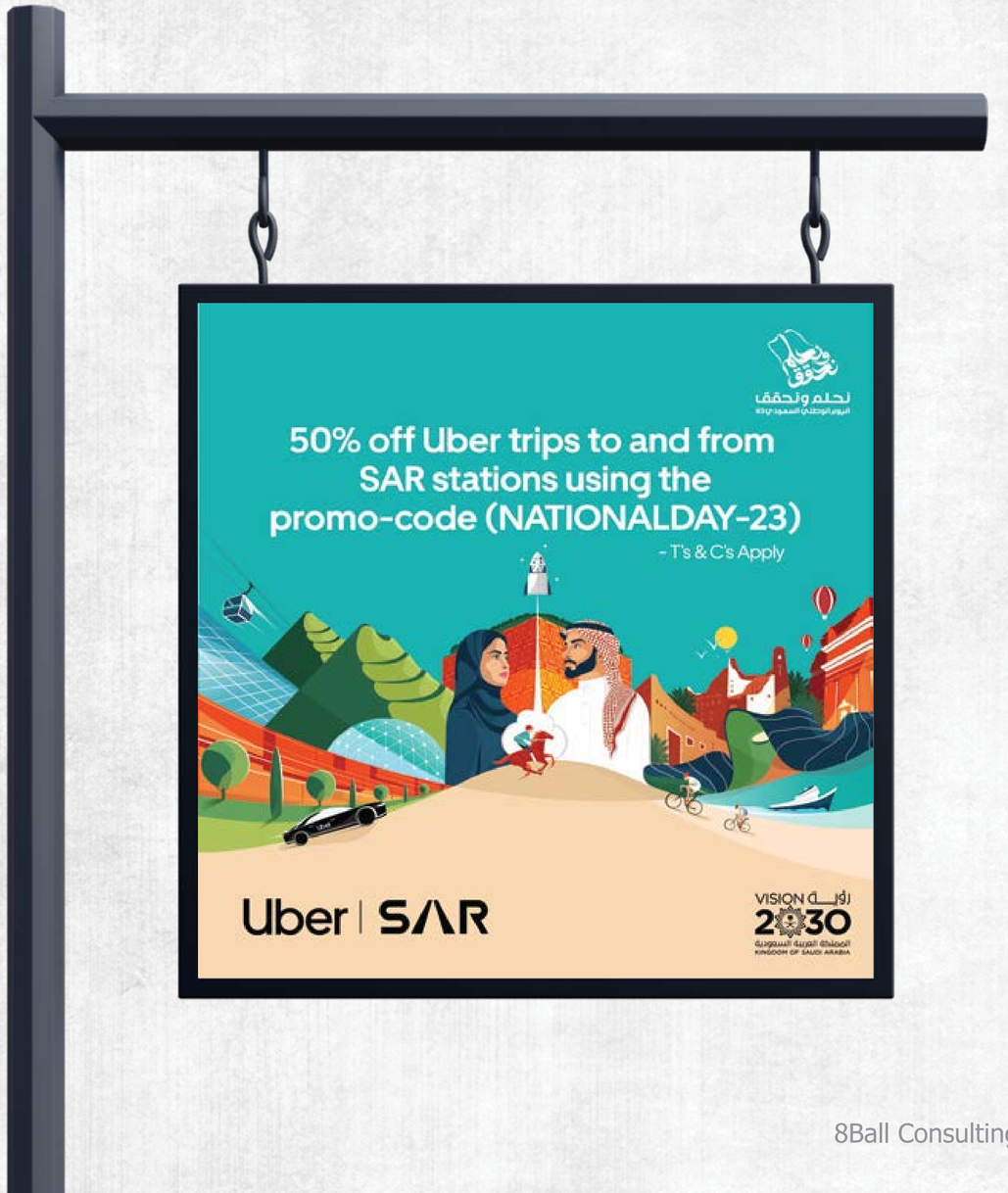
Uber



UBER

144
Published Articles

12
Media Coverages

37.7
Million Total Reach

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EIGHT BALL CONSULTING GROUP

PRODUCTION

RIYADH GLOBAL
MEDICAL BIOTECHNOLOGY
SUMMIT 2024
قمة الرياض العالمية للتقنية الحيوية الطبية

وزارة الحرس الوطني
Ministry of National Guard

RGMBS

منتدى الاستثمار السعودي الأوروبي
SAUDI-EU INVESTMENT FORUM

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment

SAUDI-EU
INVEST FORUM

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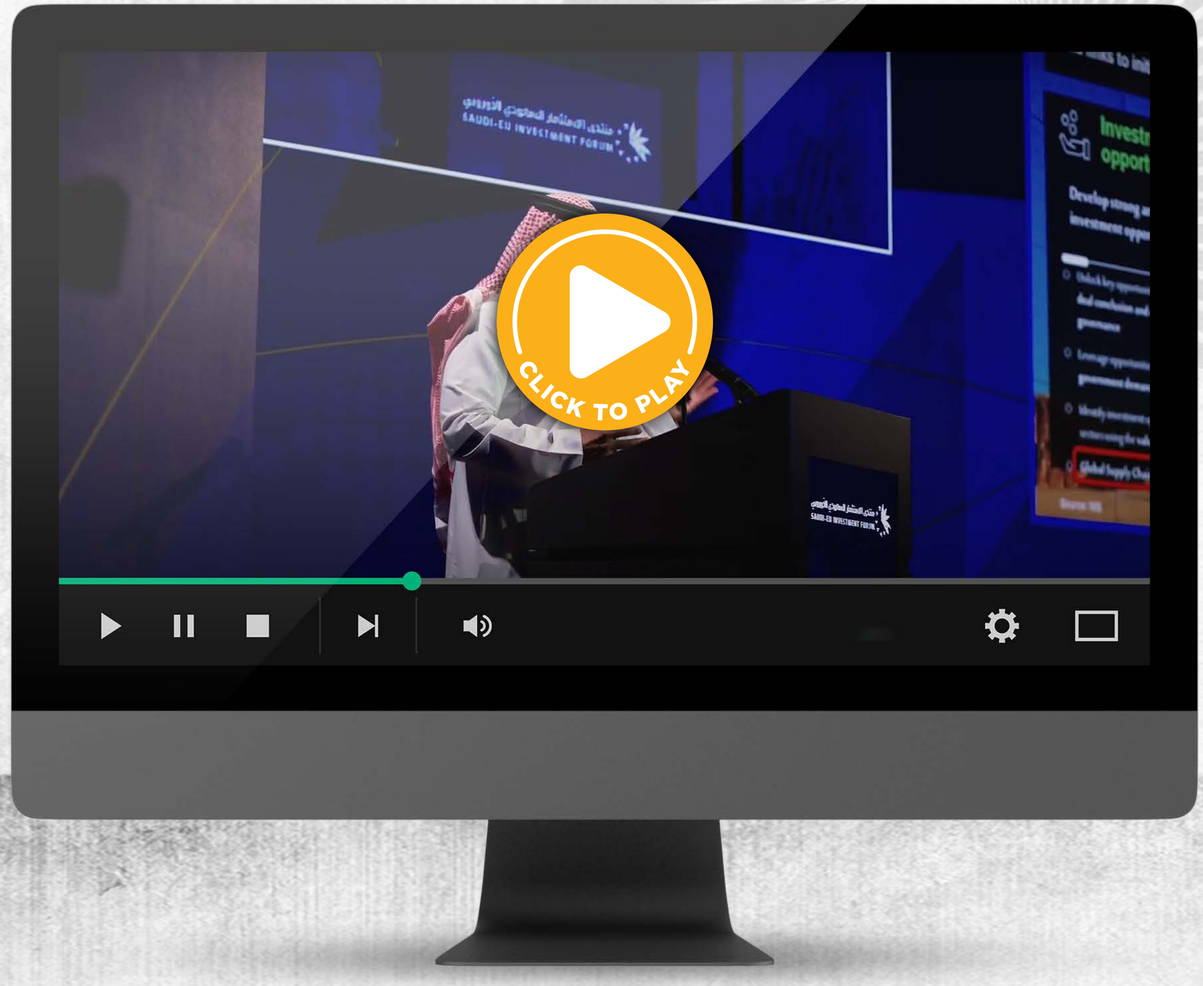
منتدى الاستثمار السعودي الأوروبي
SAUDI-EU INVESTMENT FORUM

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment



SAUDI-EU
INVEST FORUM

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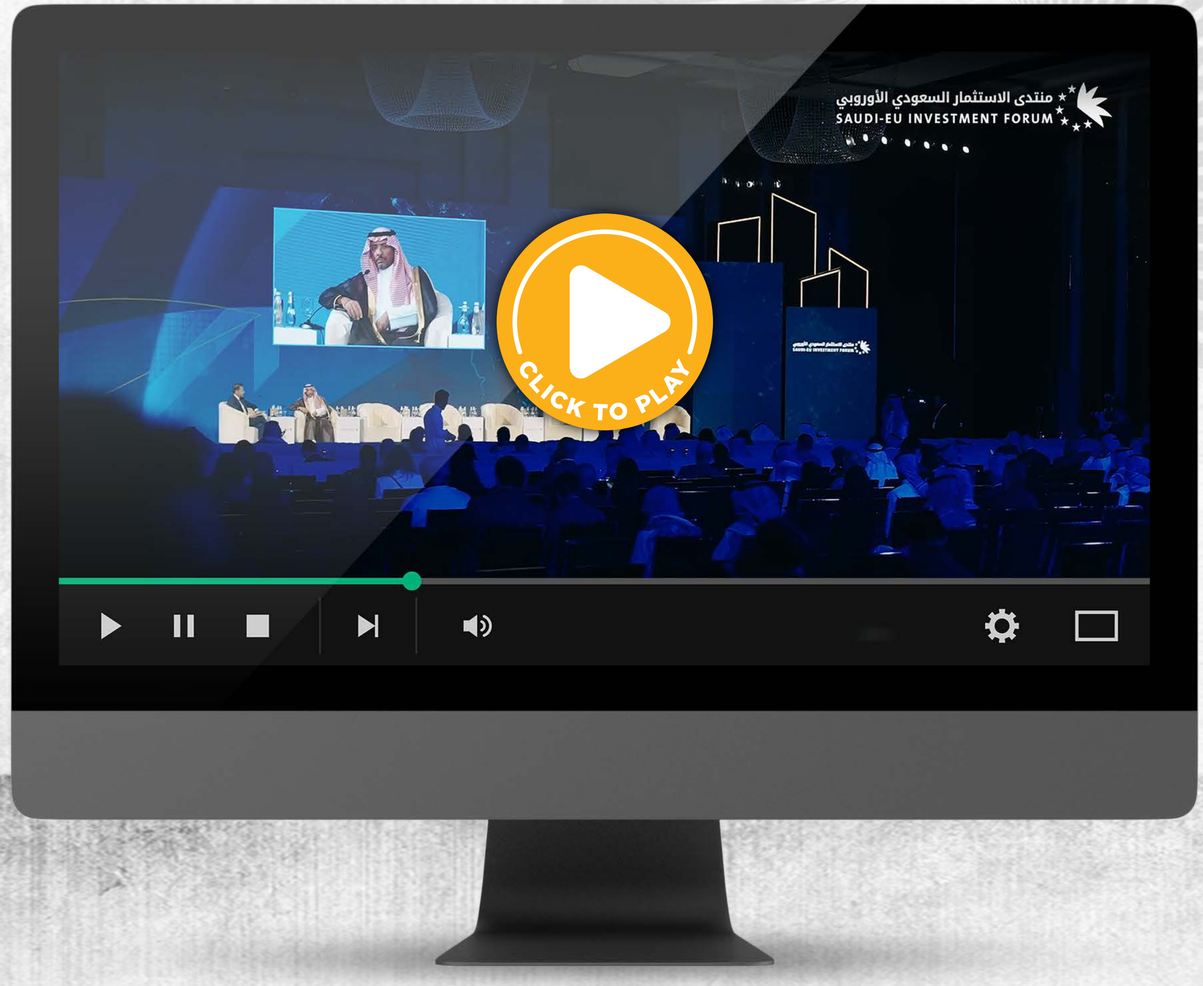
منتدى الاستثمار السعودي الأوروبي
SAUDI-EU INVESTMENT FORUM

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment



SAUDI-EU
INVEST FORUM

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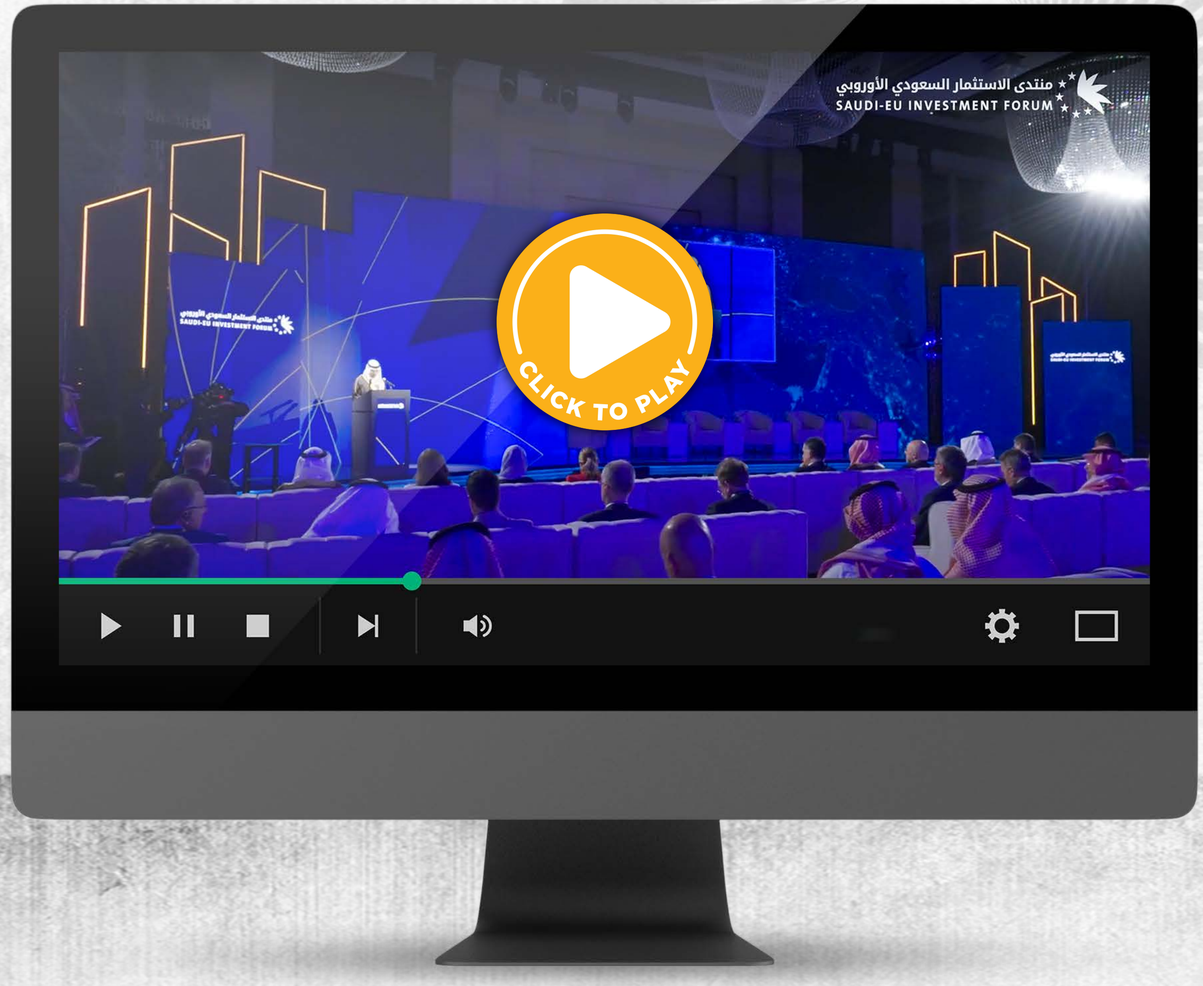
منتدى الاستثمار السعودي الأوروبي
SAUDI-EU INVESTMENT FORUM

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment



SAUDI-EU
INVEST FORUM

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SAUDI
NATIONAL DAY

8Ball Consulting Confidential © 2024

SUCCESS
STORY

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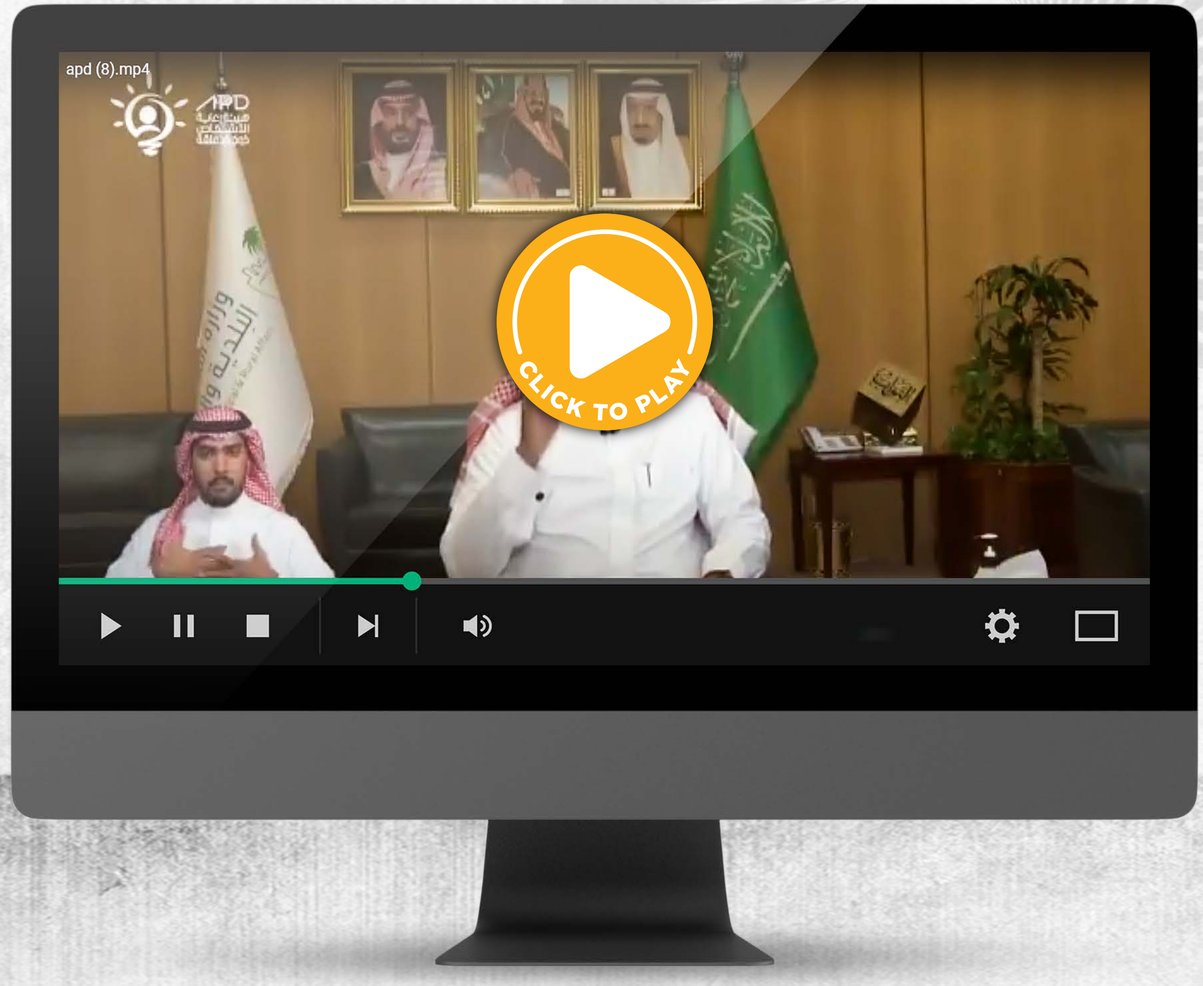

SUCCESS STORY

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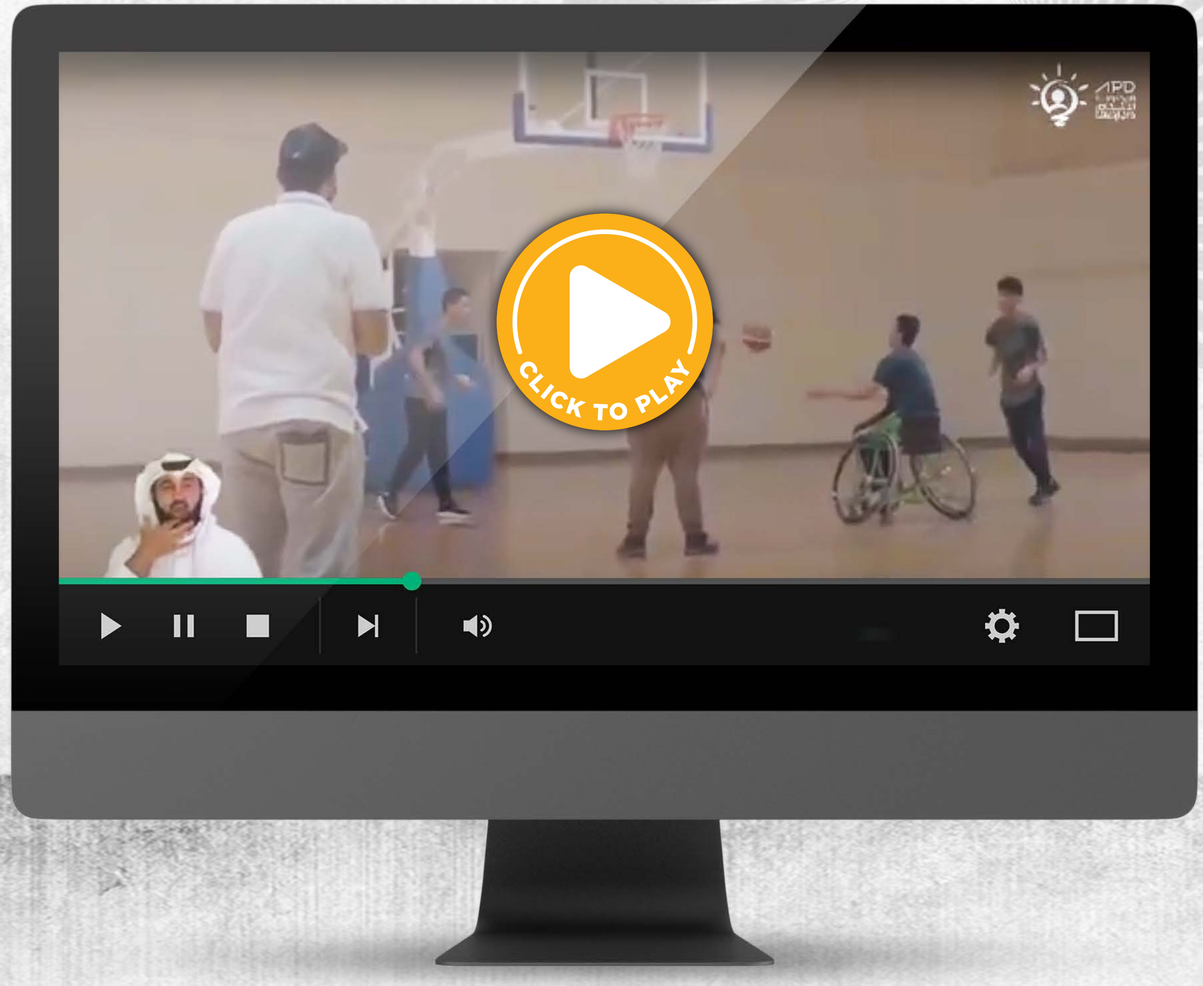

SUCCESS
STORY

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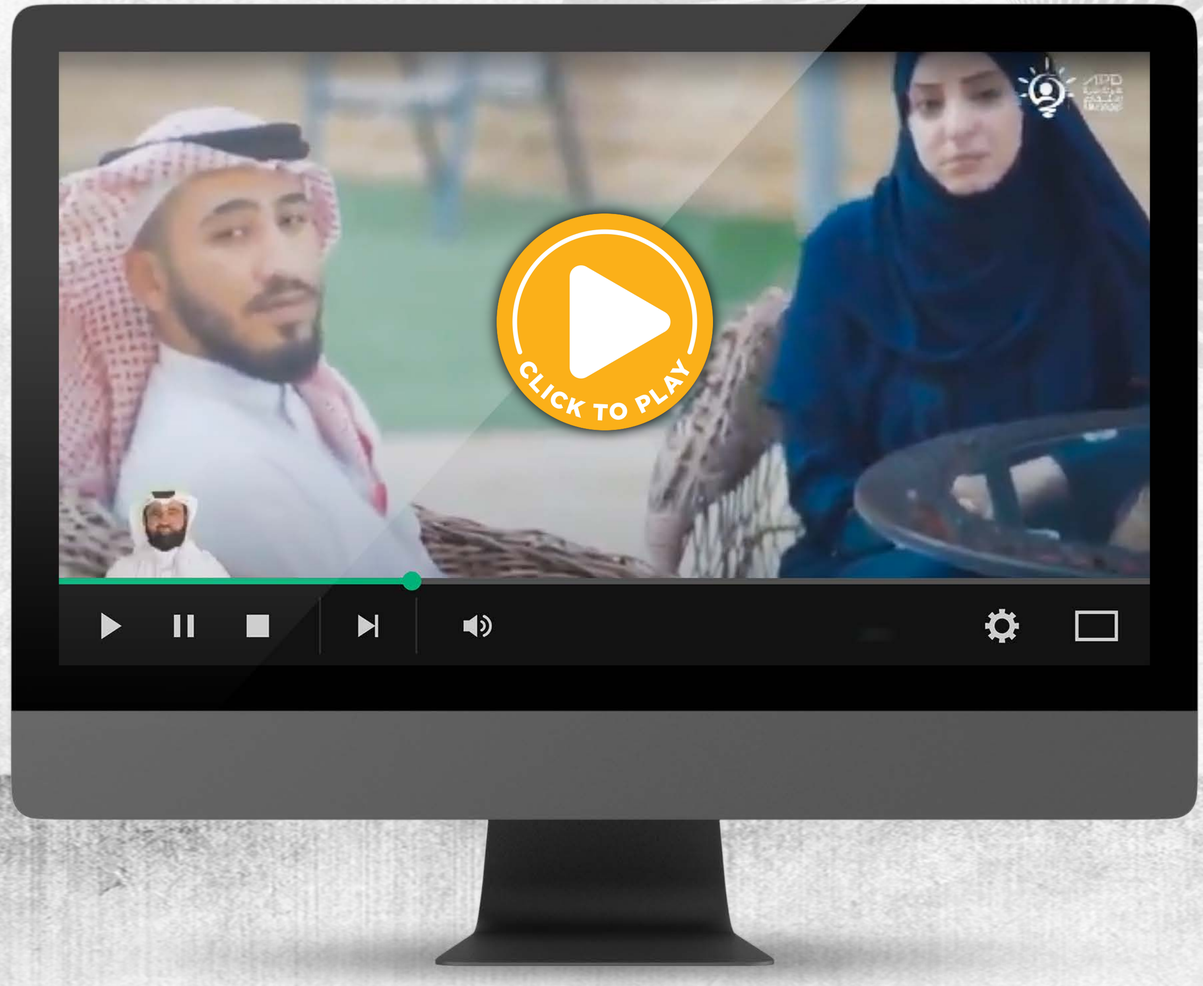

SUCCESS
STORY

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SUCCESS
STORY

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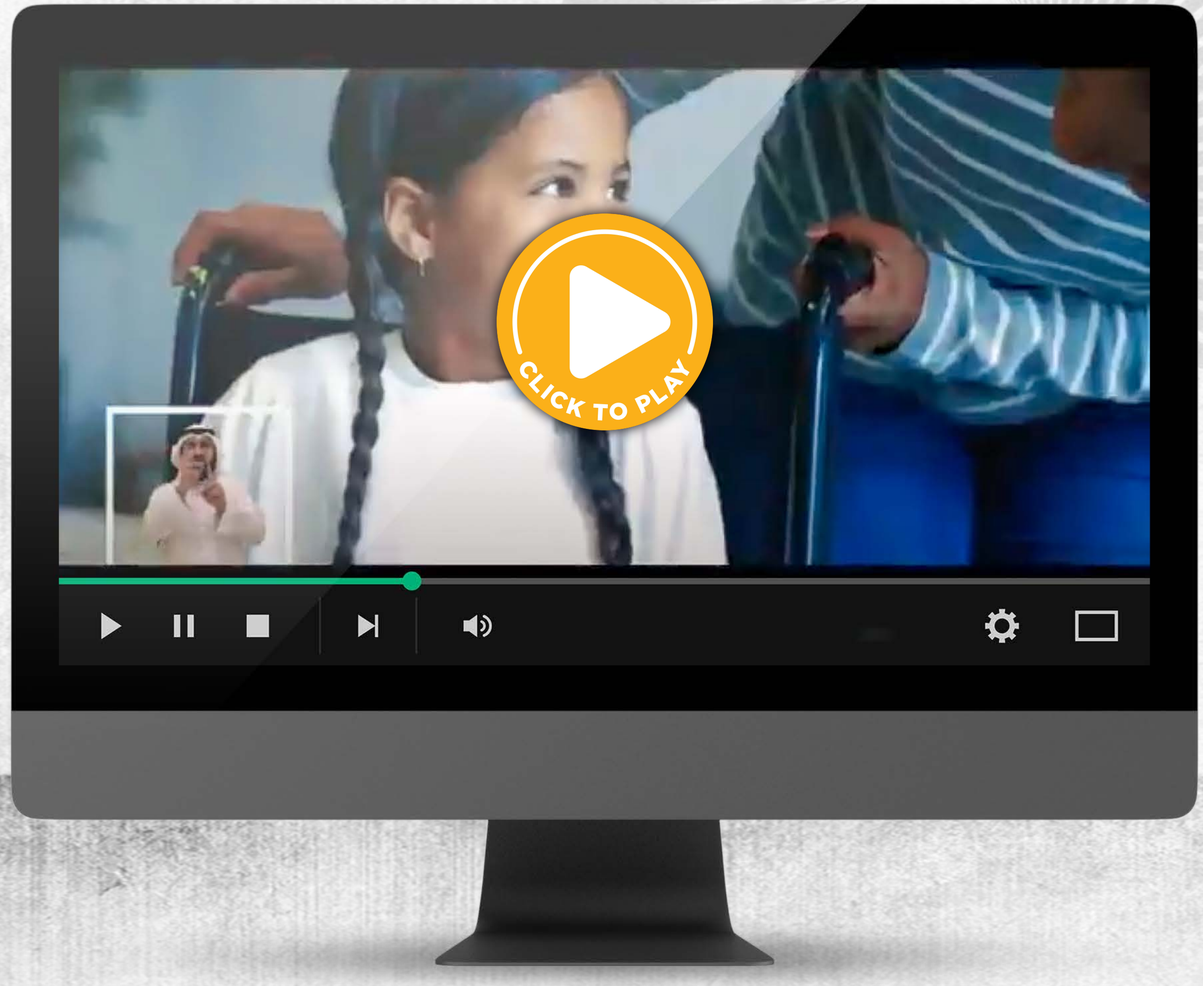

SUCCESS
STORY

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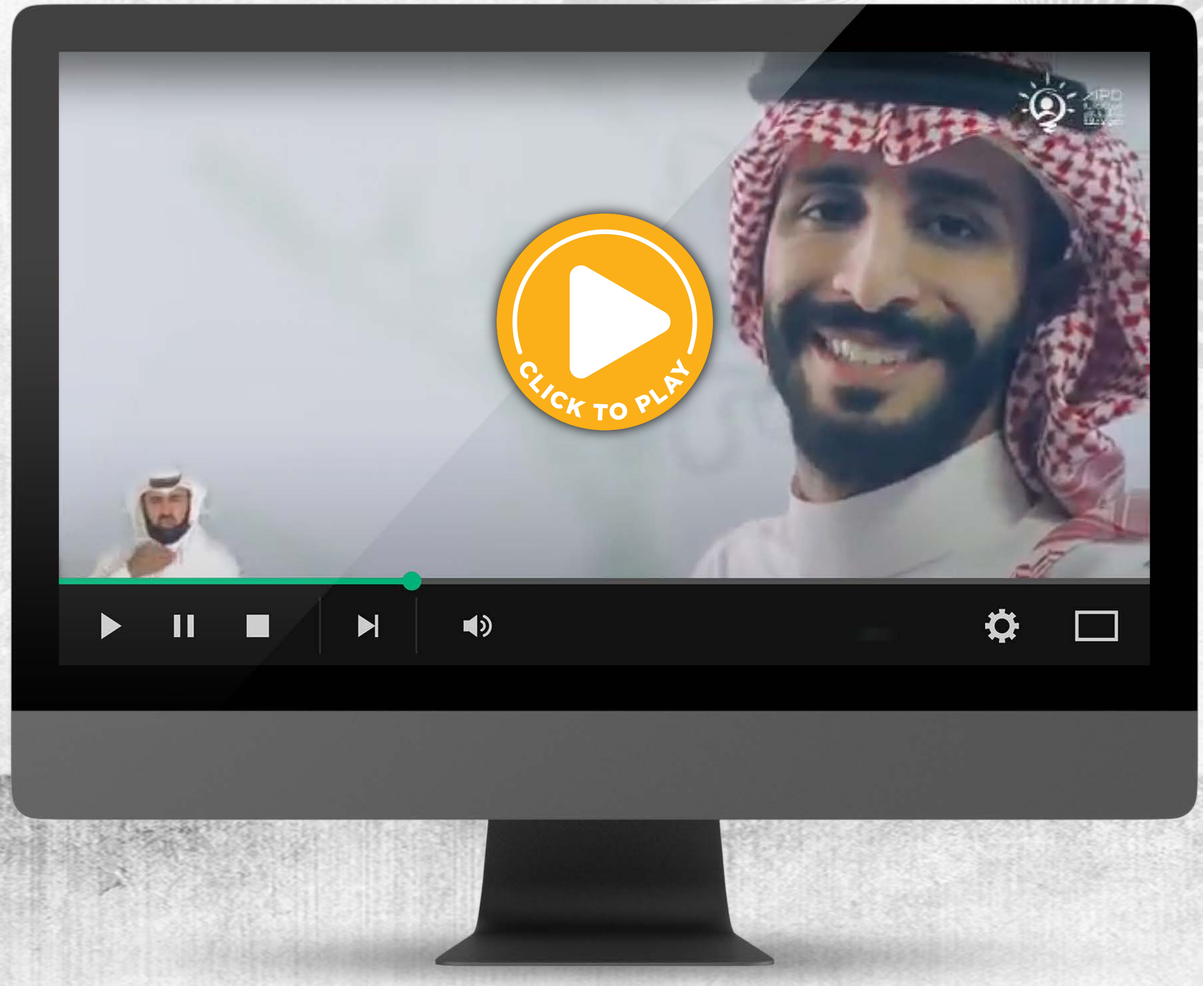

SUCCESS
STORY

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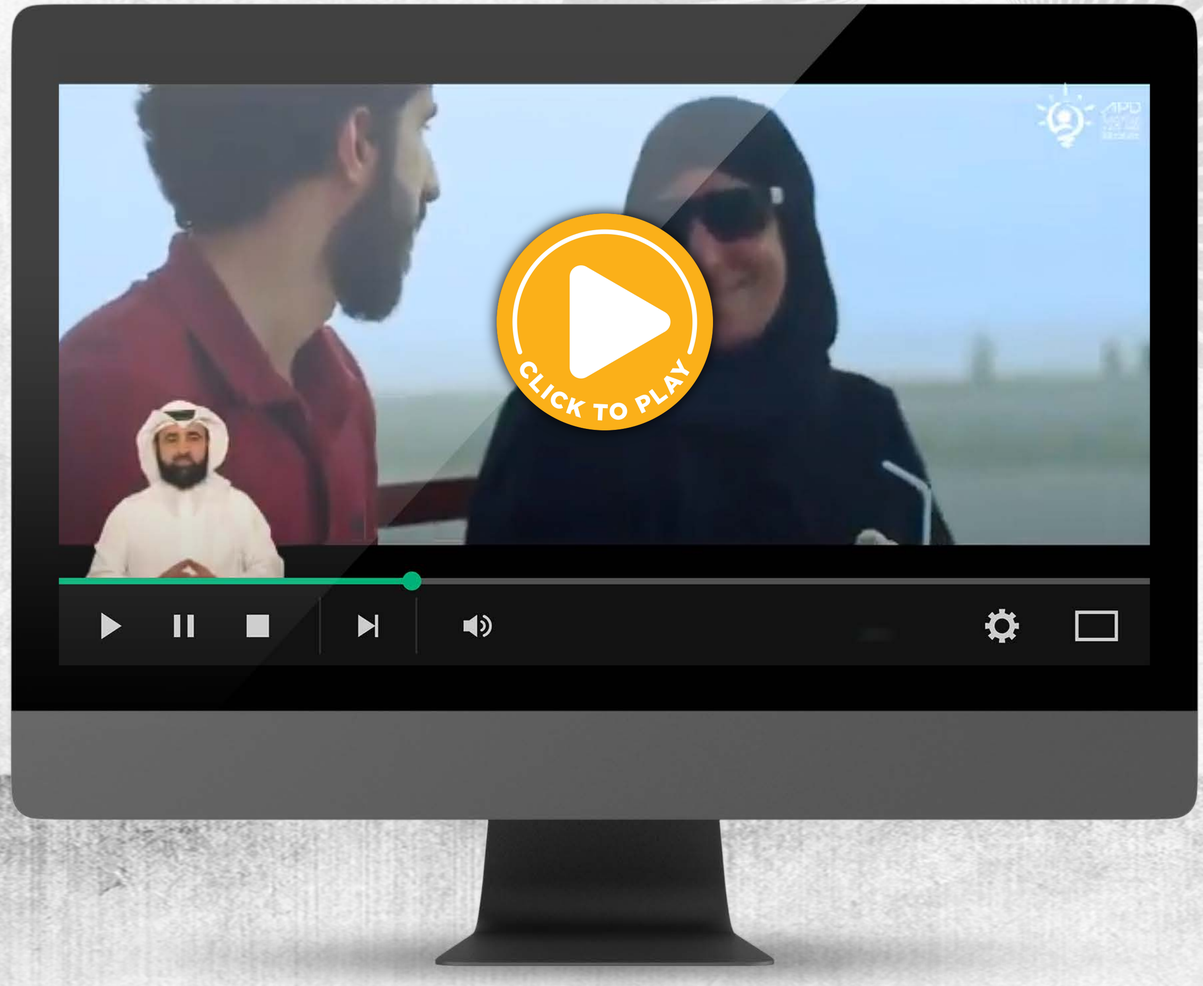

SUCCESS
STORY

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SUCCESS
STORY

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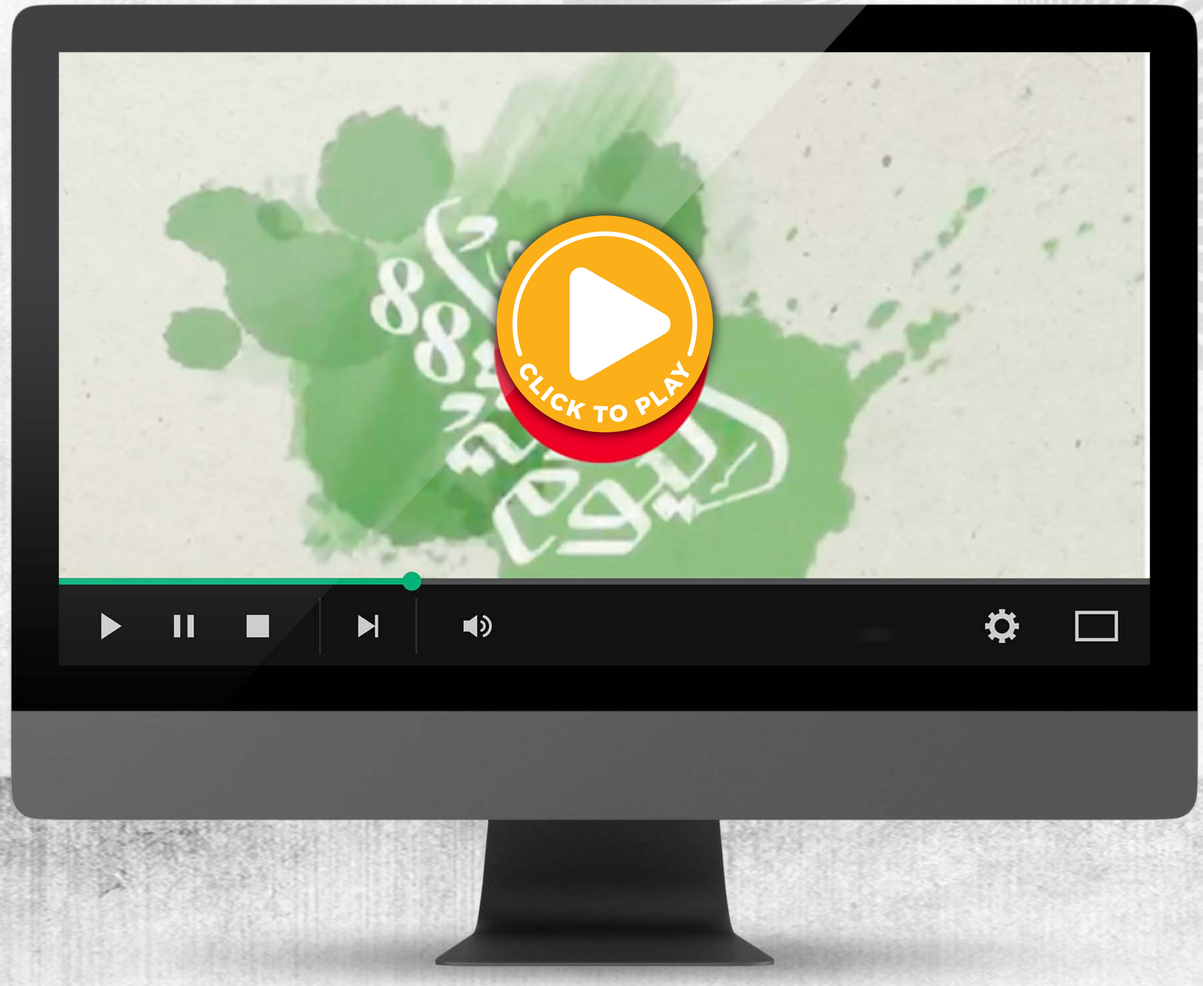
WORLD'S BIGGEST
HUMAN WAVING FLAG



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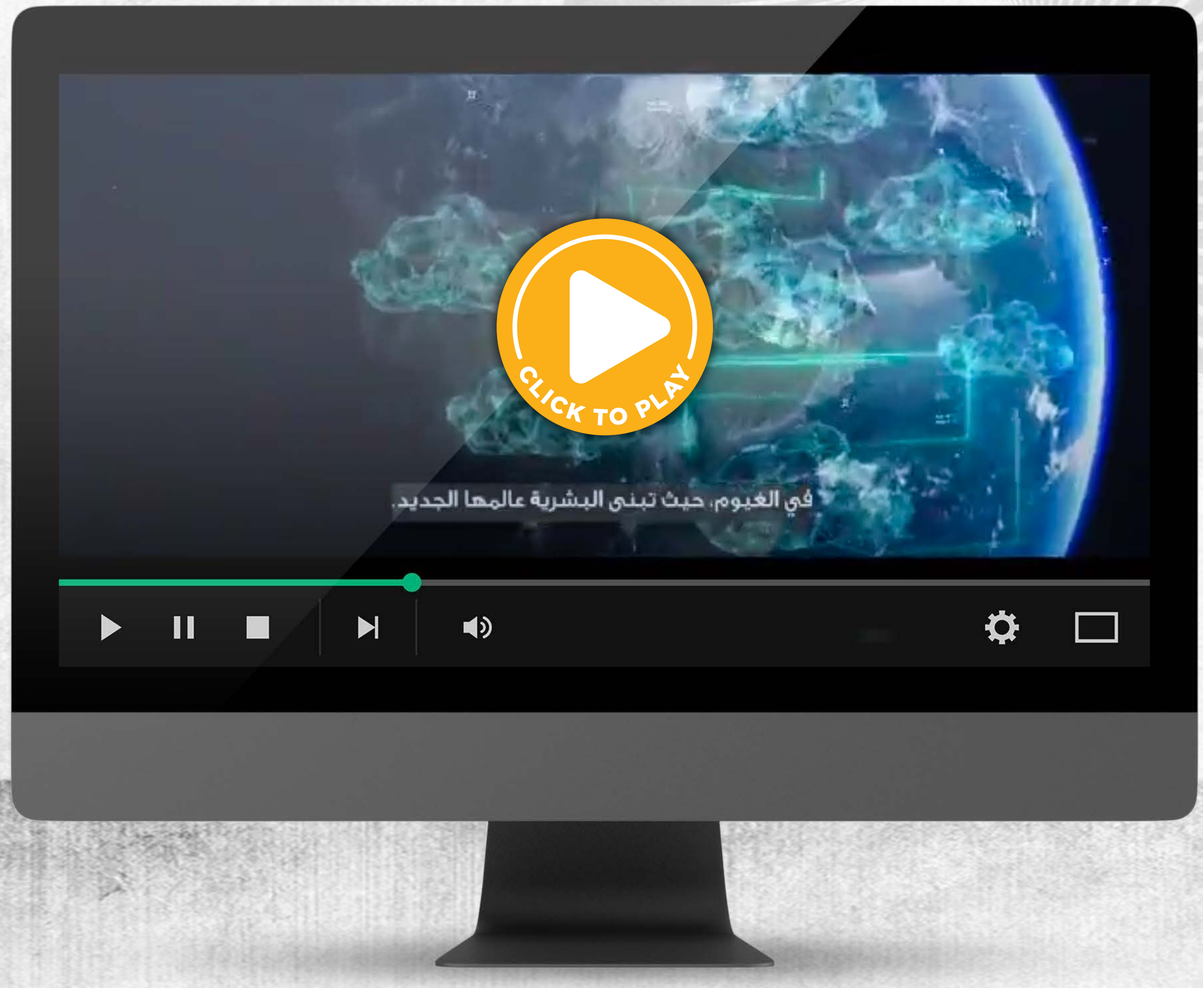
هـيـئـة Digital
الحكومة Government
الرقمية Authority



DIGITAL

GOVERNMENT FORUM

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السعودية الرقمية
Digital Saudi

هـيـئـة Digital
الحكومـة Government
الرقمـيـة Authority

EXPO

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وزارة الاستثمار
Ministry of Investment

MISA

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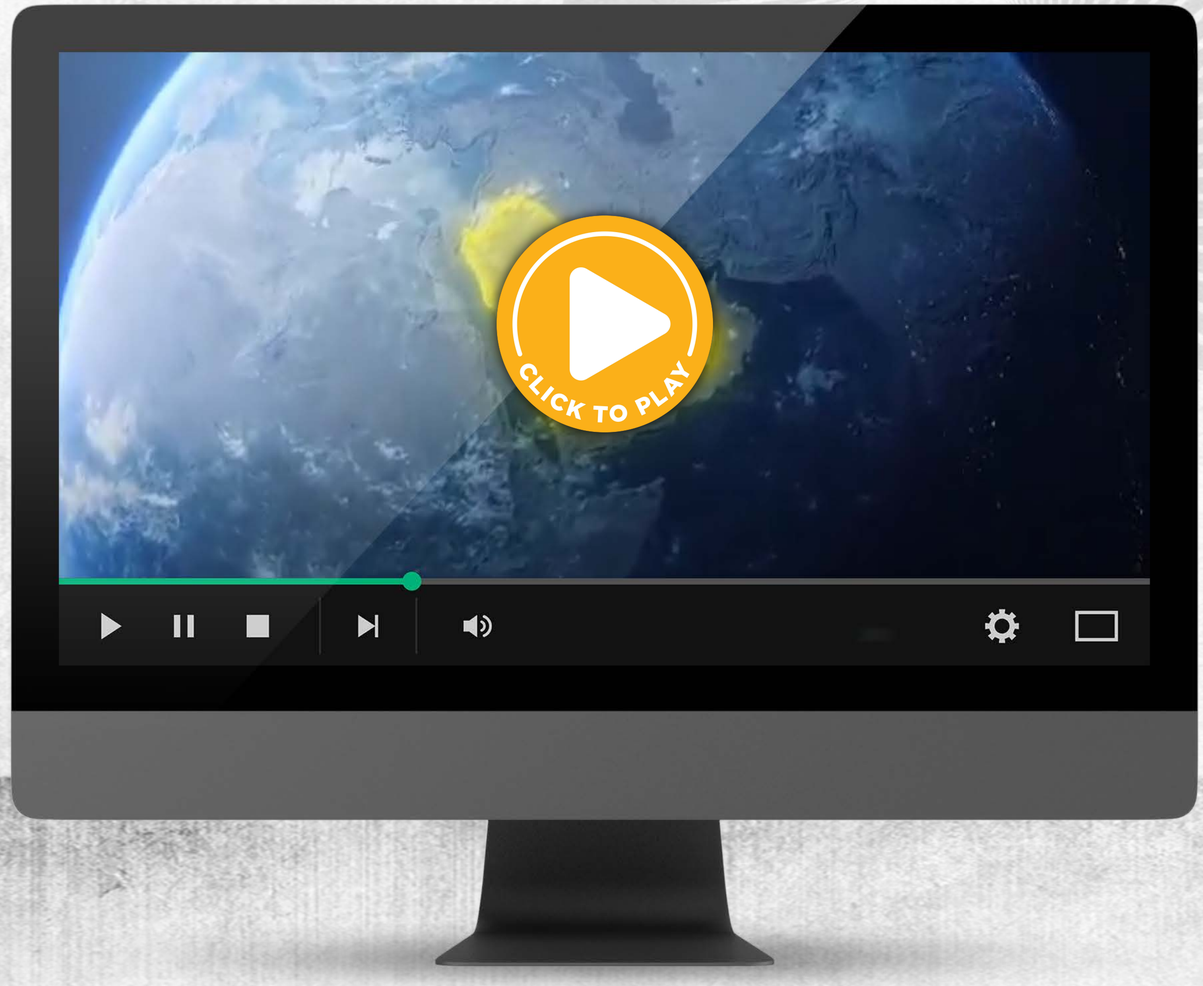
وزارة الاستثمار
Ministry of Investment



MISA

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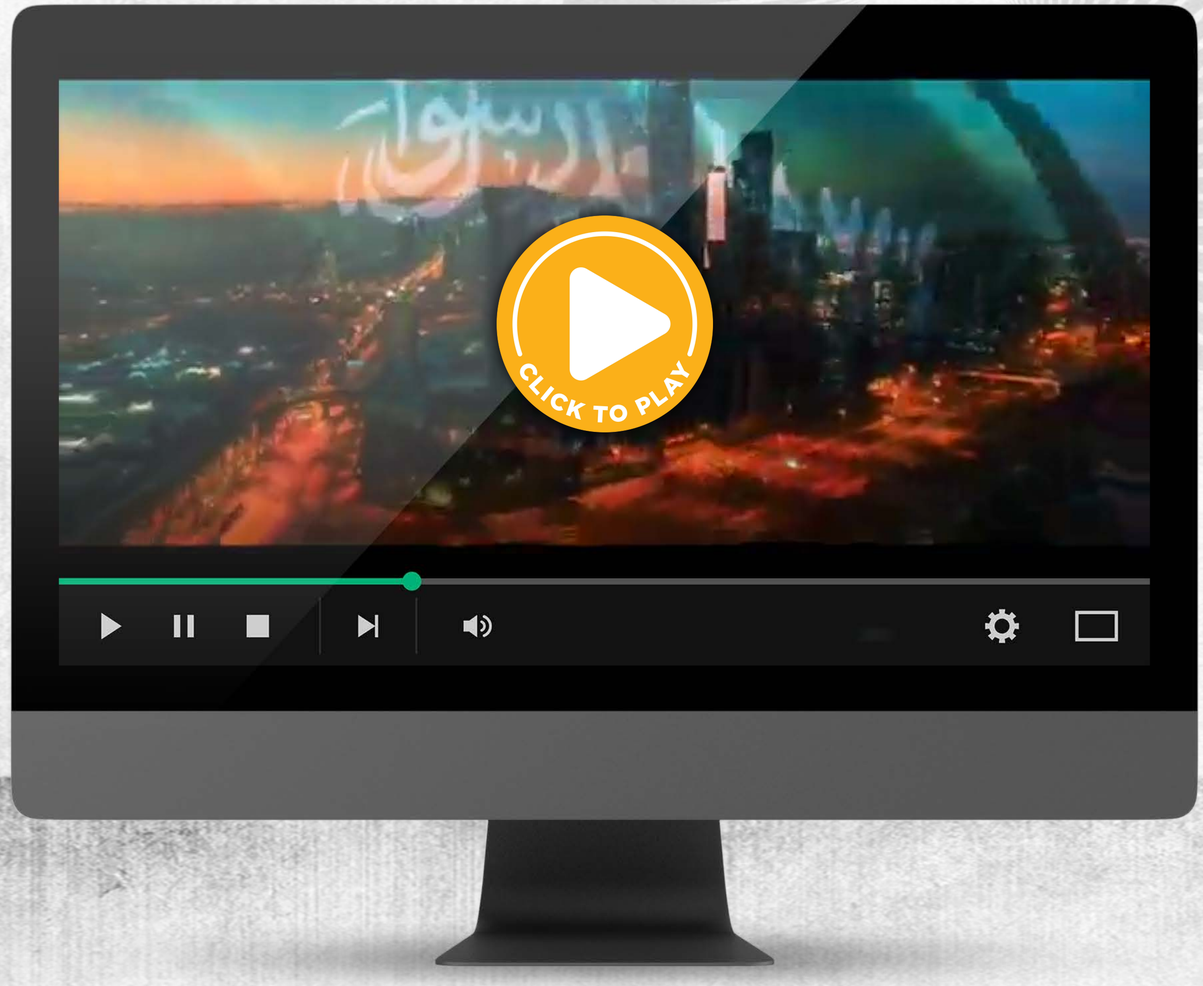
وزارة الاستثمار
Ministry of Investment



MISA

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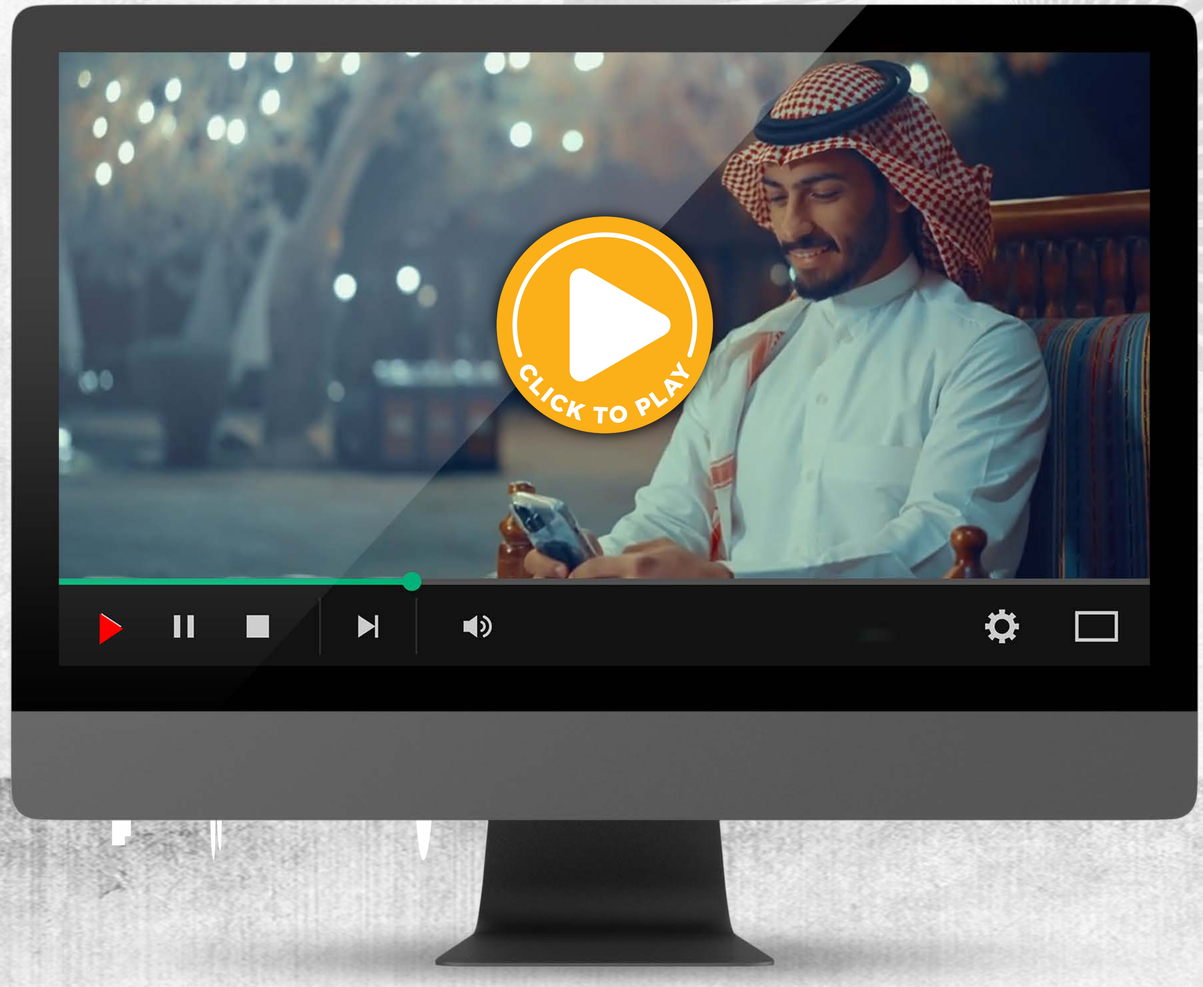

LEAP

2023

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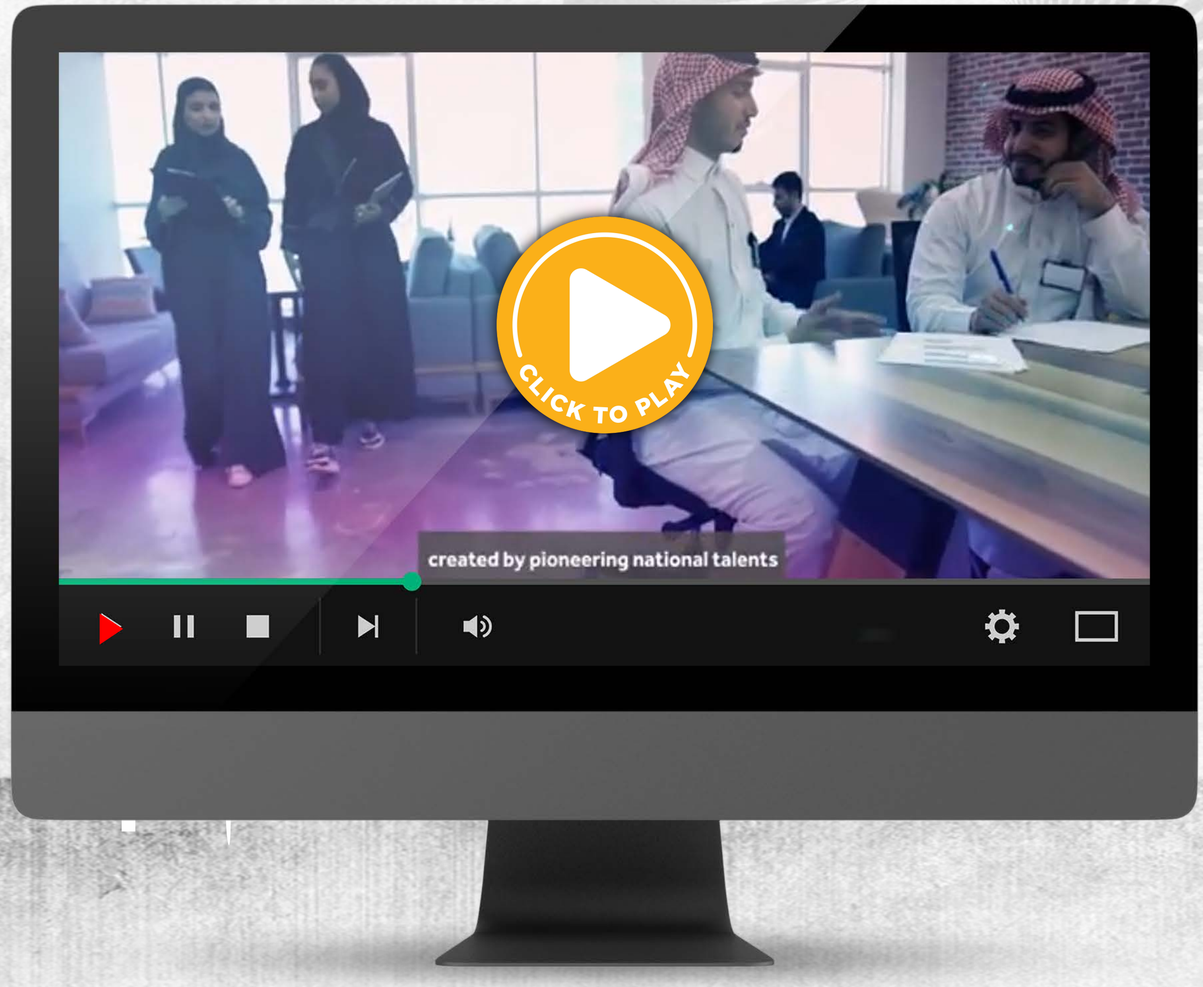
السعودية الرقمية
Digital Saudi

هـيـئـة الحكومة الرقمـية
Digital Government Authority



LEAP
2023

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قمة الحكومة الرقمية
Digital Government Summit

جائزة الحكومة الرقمية

هيئة الحكومة الرقمية
Digital Government Authority

DIGITAL GOVERNMENT FORUM

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FOMULA 1 STC

SAUDI ARABIAN GRAND PRIX

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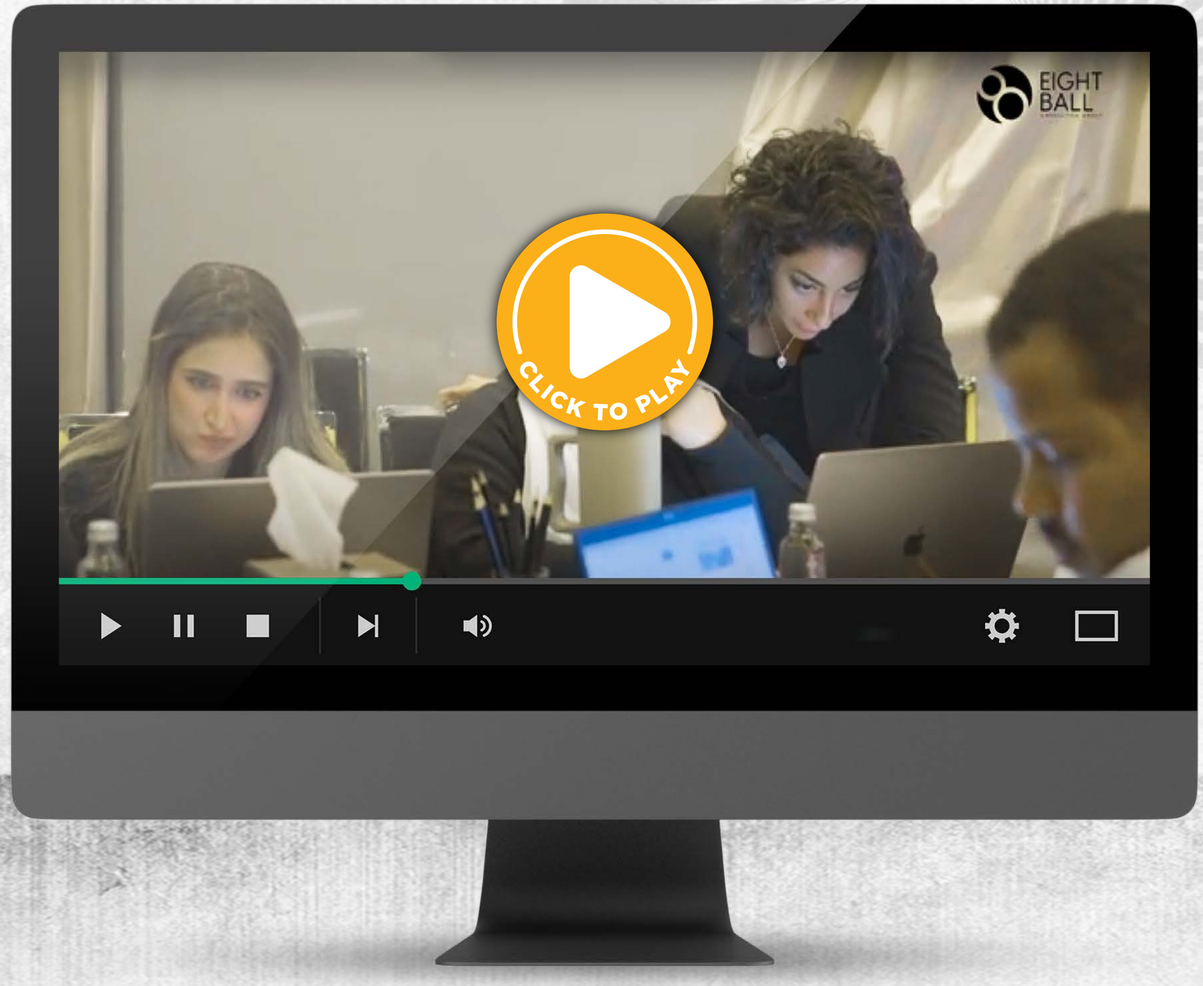
منتدى الاستثمار السعودي الأوروبي
SAUDI-EU INVESTMENT FORUM

وزارة الاستثمار
Ministry of Investment



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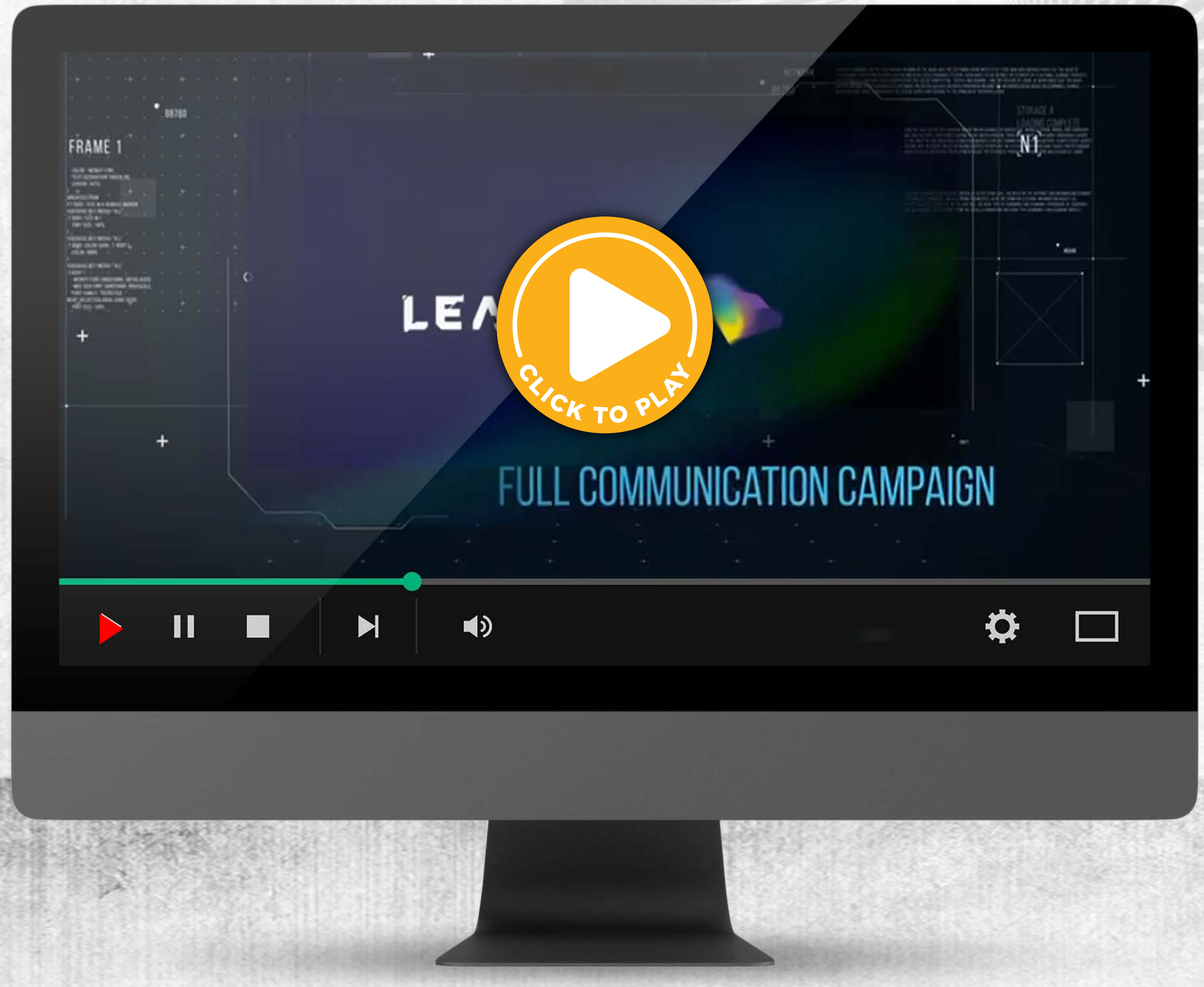
LEAP السعودية الرقمية Digital Saudi



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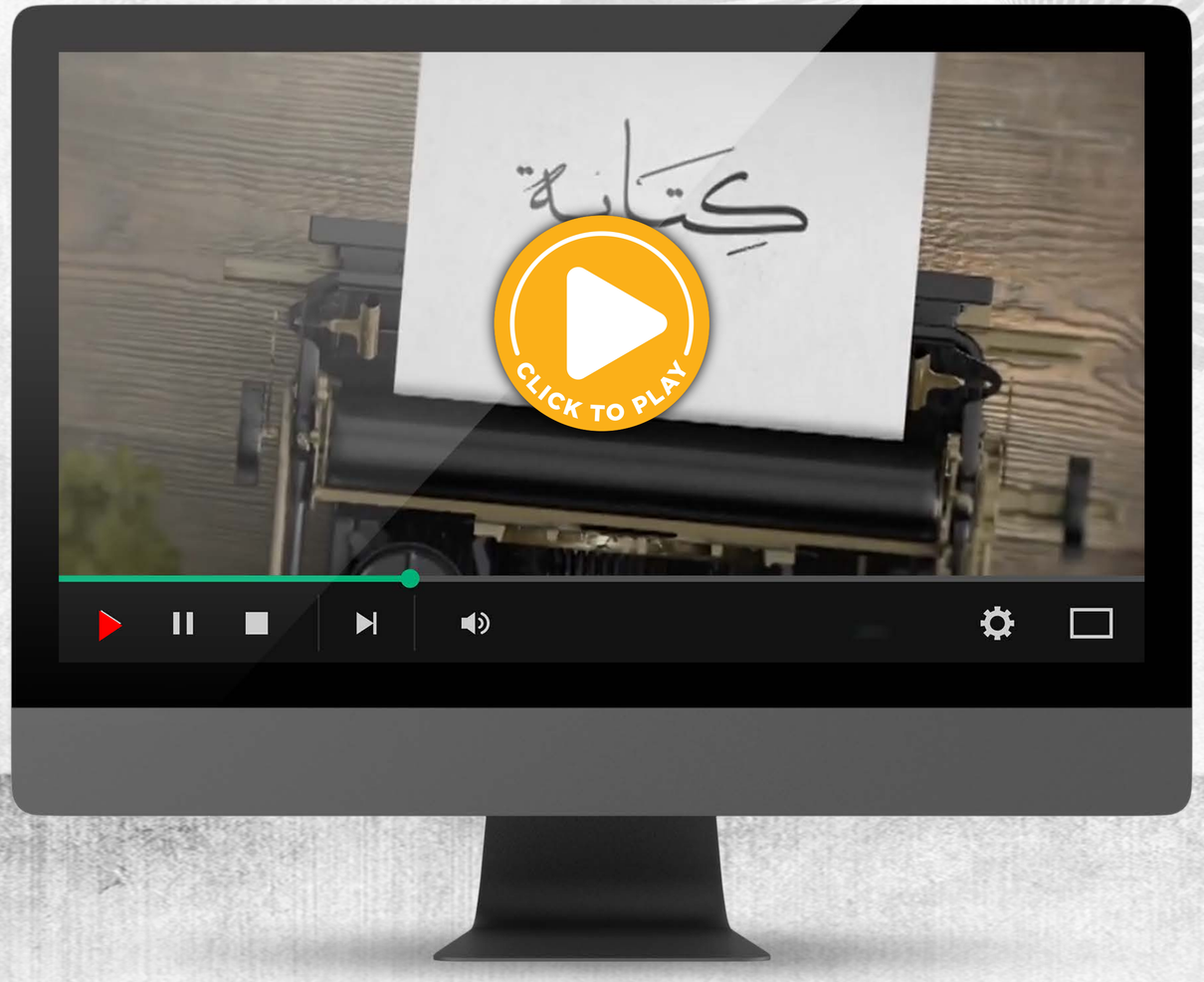
السعودية الرقمية
Digital Saudi



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LEAP
السعودية الرقمية
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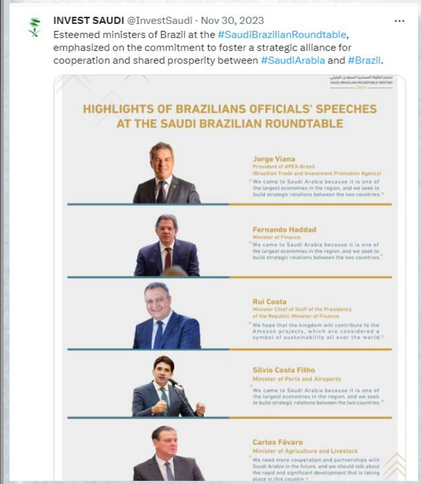
اجتماع الطاولة المستديرة السعودي-البرازيلي
SAUDI-BRAZILIAN ROUNDTABLE MEETING

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment

SAUDI BRAZILIAN ROUNDTABLE



Social Media Strategy

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اجتماع الطاولة المستديرة السعودي - دول الكاريكوم
SAUDI-CARICOM ROUNDTABLE MEETING

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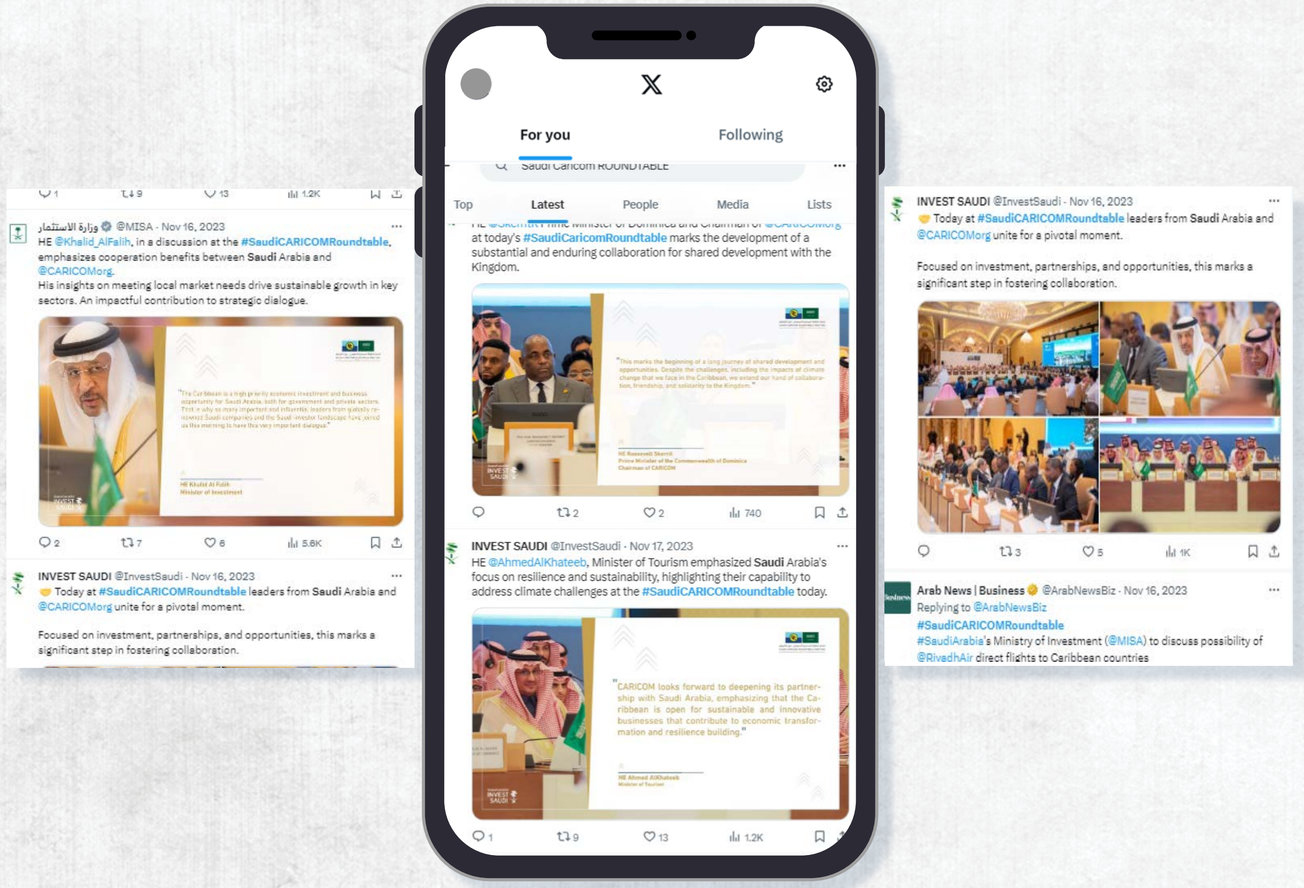
Ministry of Investment



SAUDI CARICOM
ROUNDTABLE

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منتدى الاستثمار السعودي الأوروبي
SAUDI-EU INVESTMENT FORUM

INVEST SAUDI

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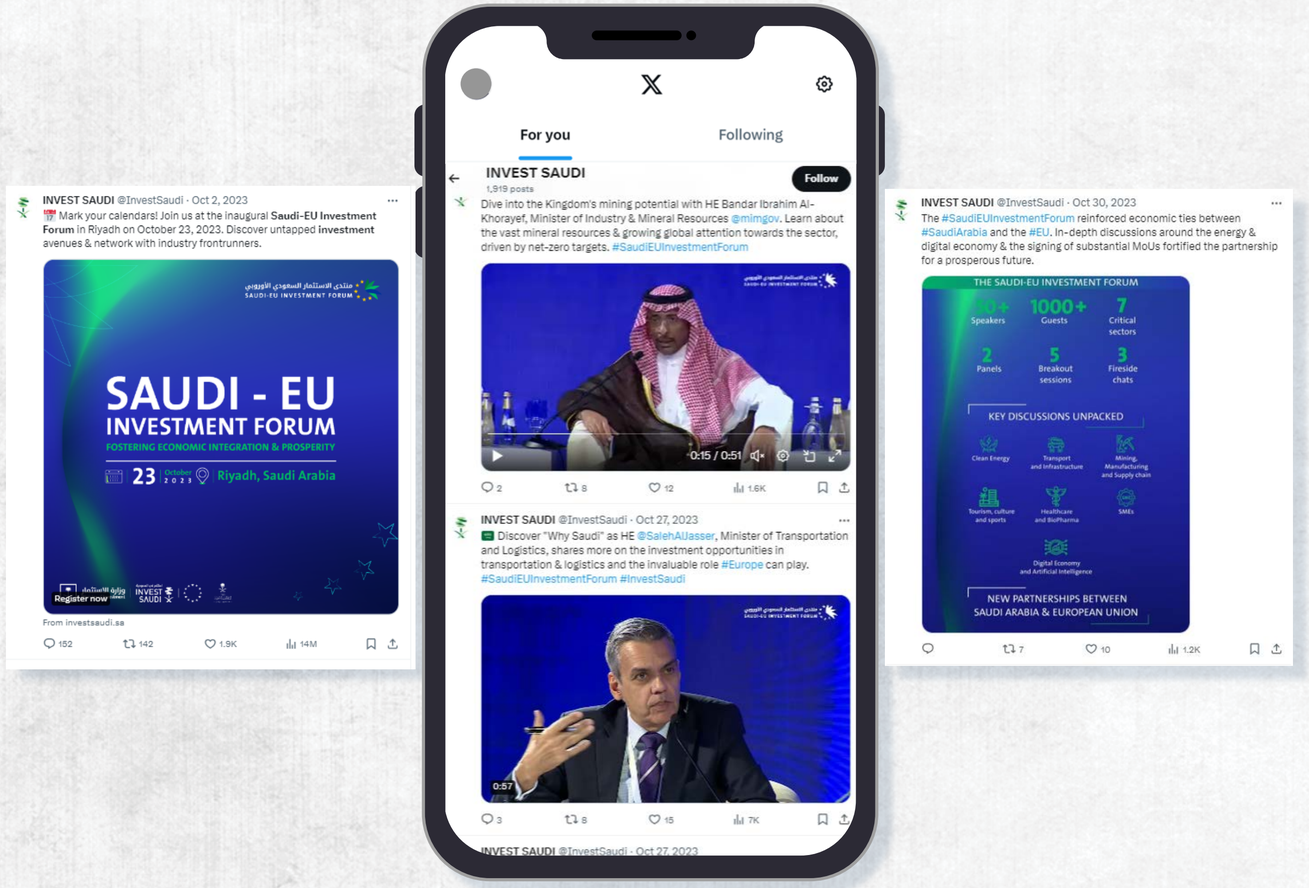
Ministry of Investment



SAUDI-EU
INVESTMENT FORUM

Social Media Strategy

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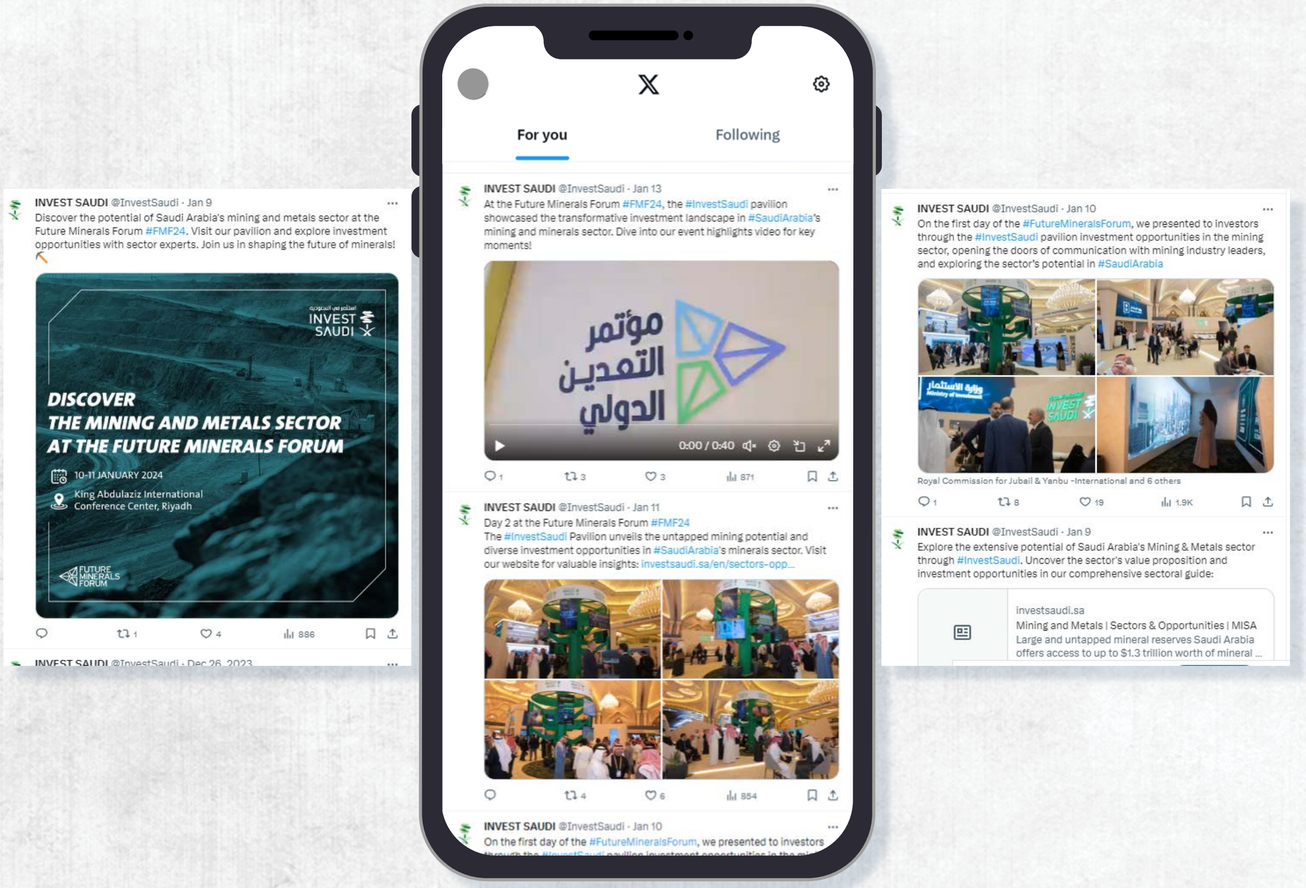

FUTURE MINERALS FORUM

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LEAP 2024

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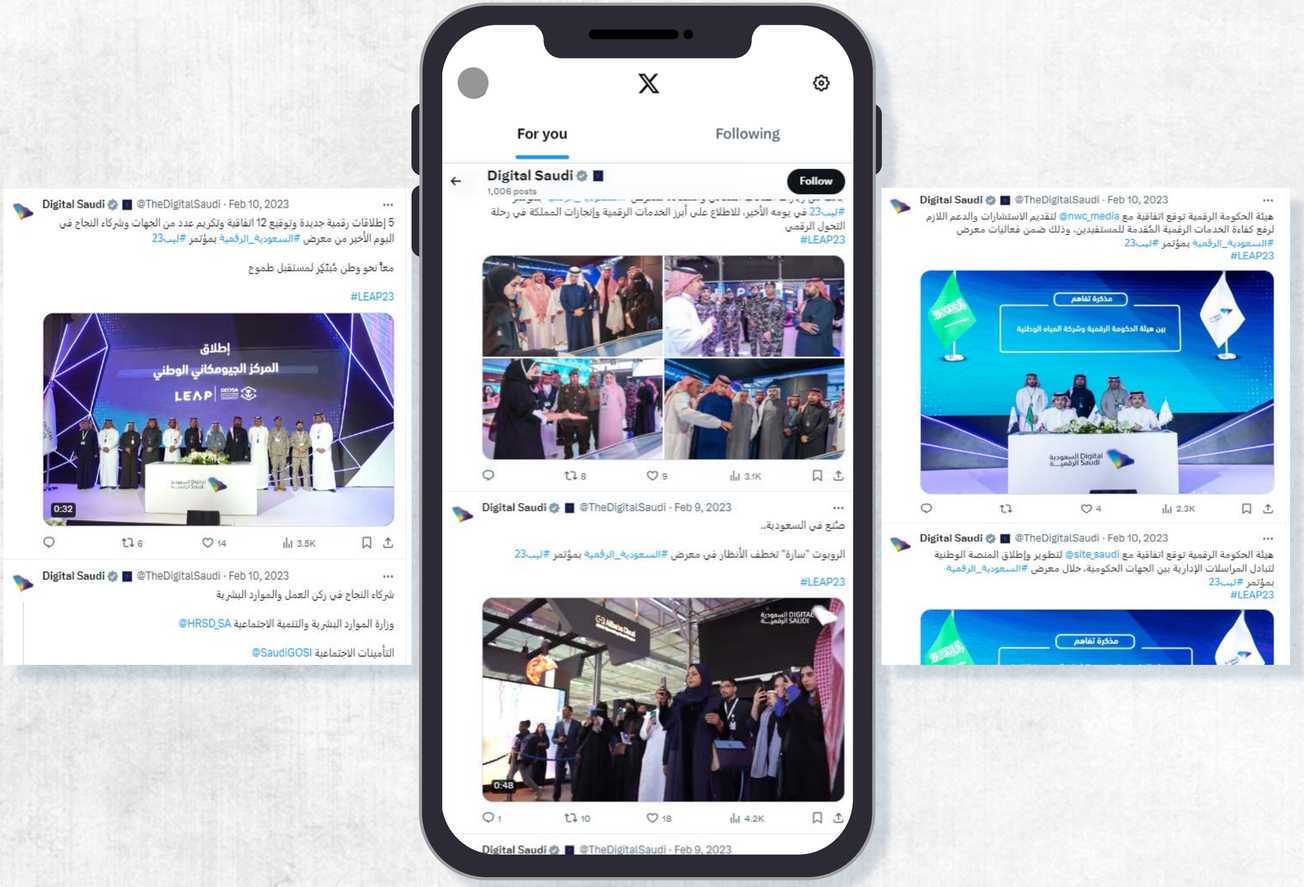

LEAP 2023

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LEAP 2022

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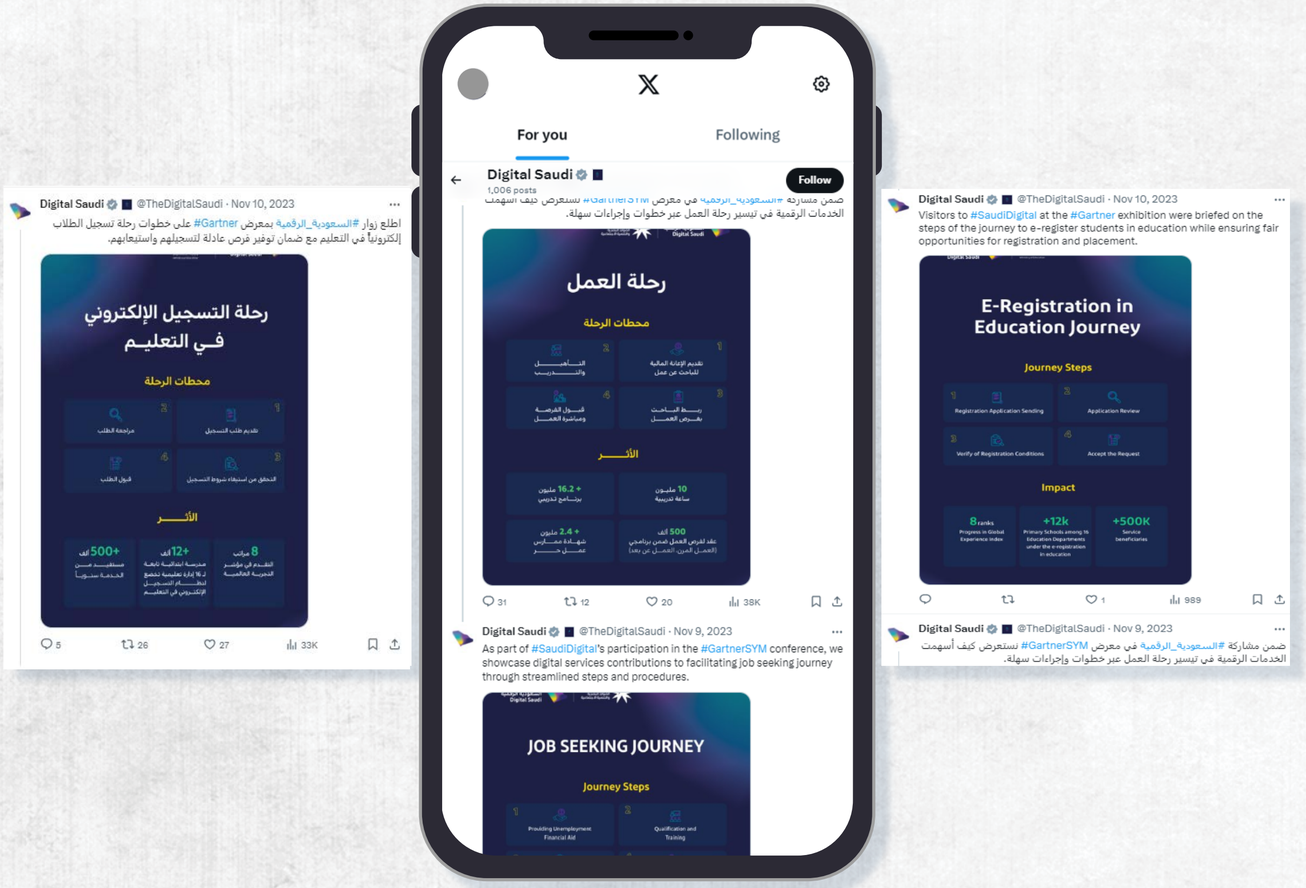
GARTNER 2024
- SPAIN



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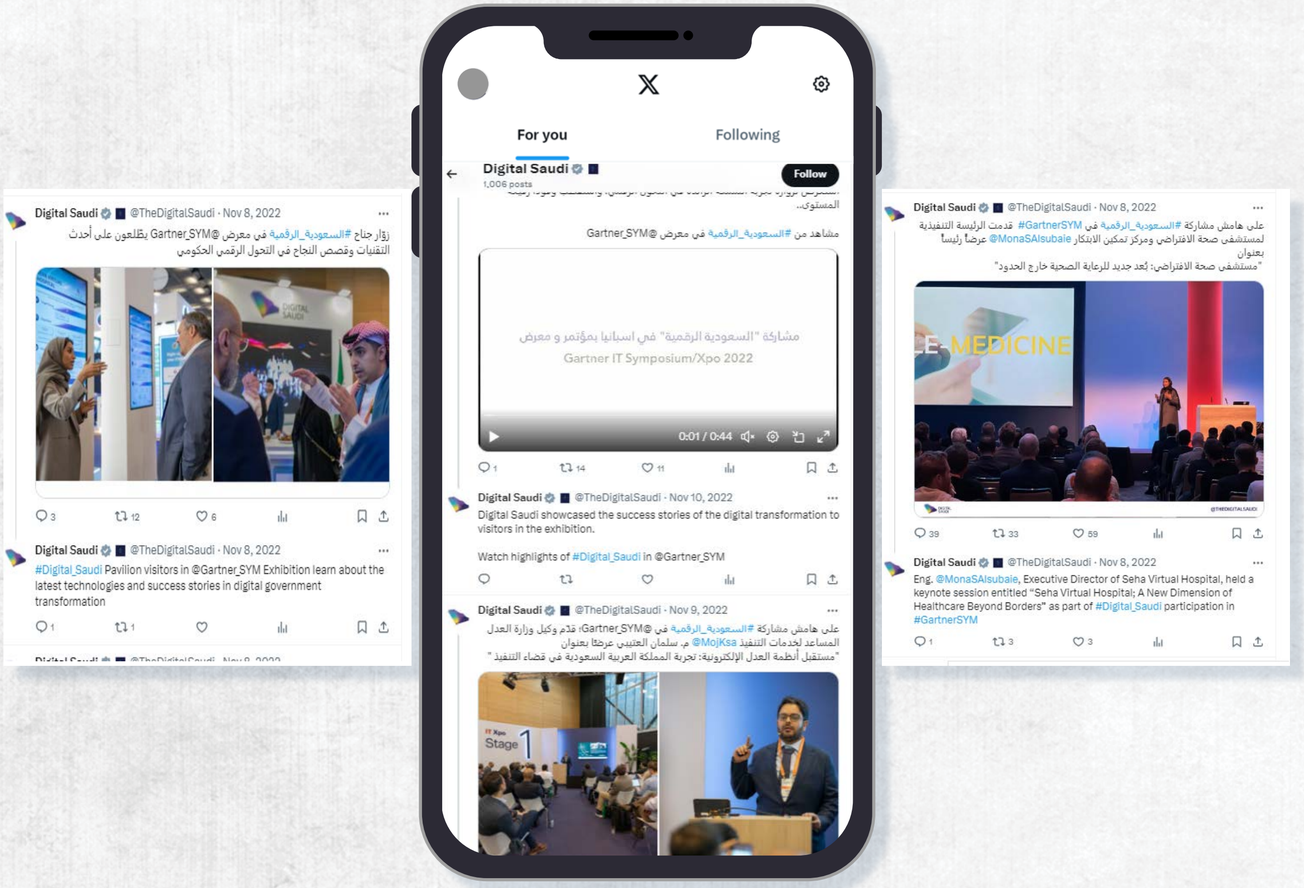
Gartner

السعودية الرقمية
Digital Saudi



GARTNER 2023
- SPAIN

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WORLD ECONOMIC FORUM - SWITZERLAND

Social Media Strategy

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هـيـئـة Digital
الحكومة Government
الرقمية Authority

DIGITAL GOVERNMENT AUTHORITY

Social Media Strategy

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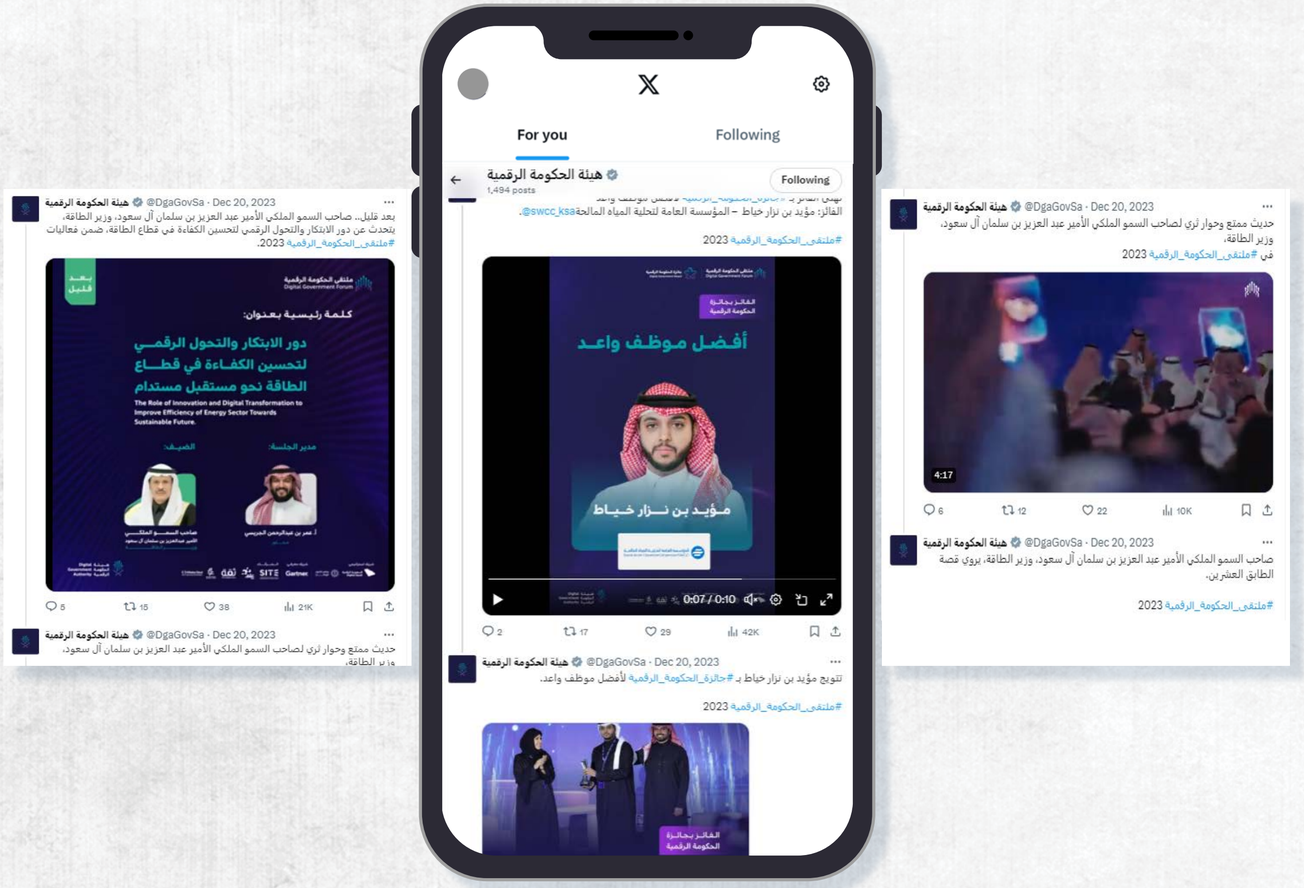
ملتقى الحكومة الرقمية
Digital Government Forum

هـيـئـة الحكومة الرقمية
Digital Government Authority



DIGITAL GOVERNMENT FORUM 2023

Social Media Strategy

Social Media Calendar

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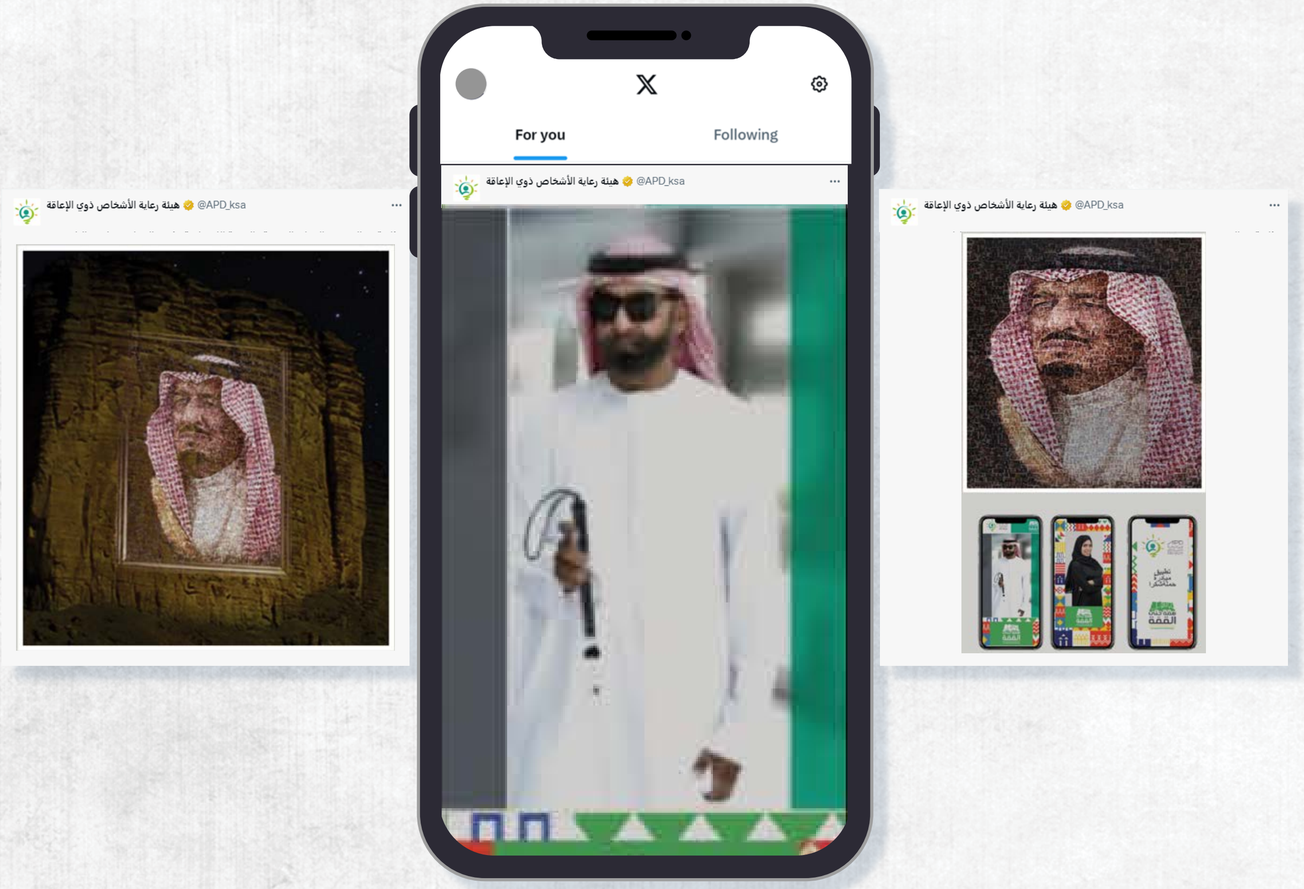

AUTHORITY OF PEOPLE WITH DISABILITY (APD)

Social Media Strategy

Social Media Calendar

Social Media Content

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LEBARA MOBILE

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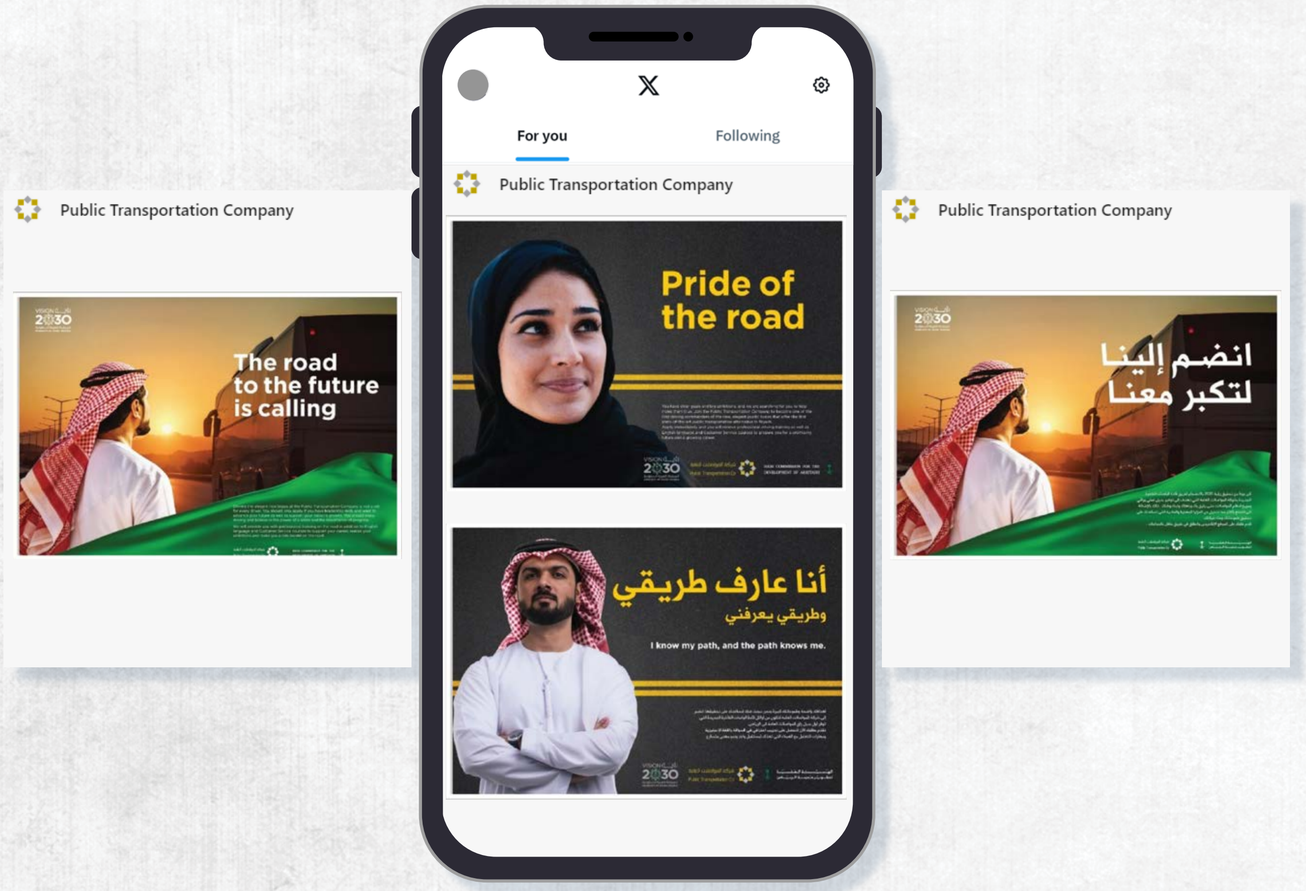
شركة المواصلات العامة
Public Transportation Co



PUBLIC TRANSPORTATION COMPANY

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الهيئة العامة للسياحة والتراث الوطني
Saudi Commission for Tourism & National Heritage

SAUDI COMMISSION OF TOURISM AND NATIONAL HERITAGE

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BUPA ARABIA

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Social Media Calendar

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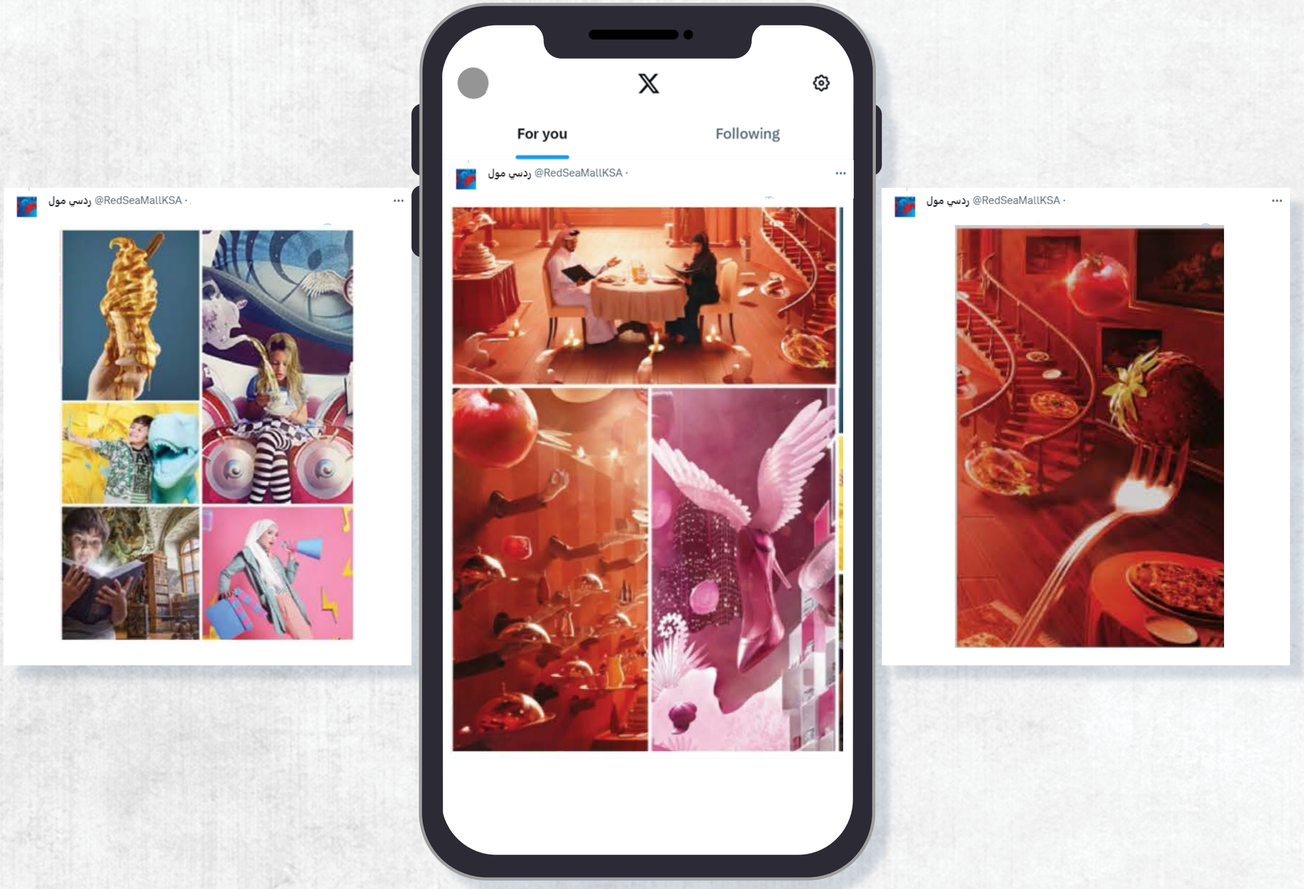

RED SEA MALL

Social Media Strategy

Social Media Calendar

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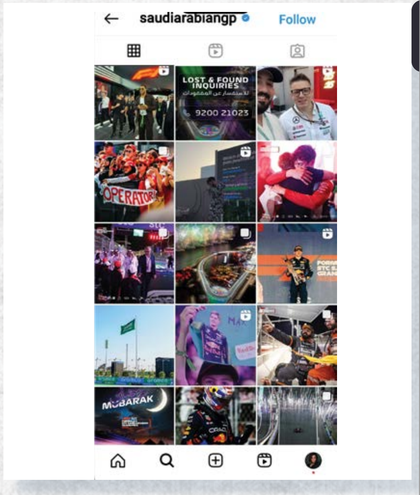

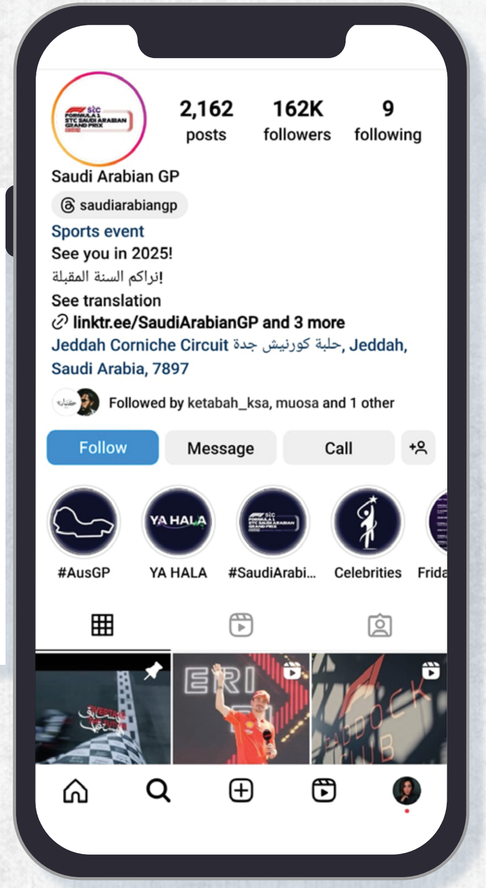

SAUDI ARABIAN GP

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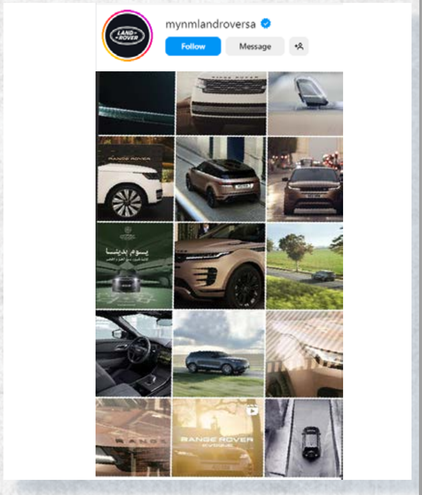

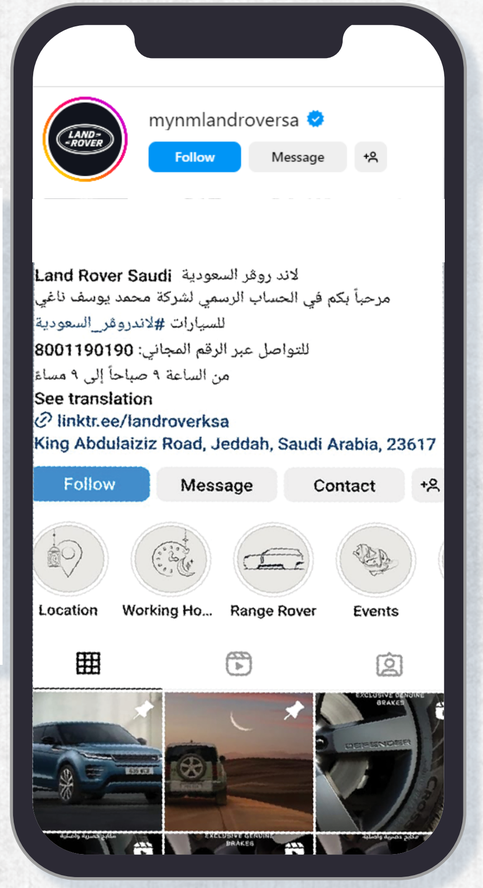

LANDROVER

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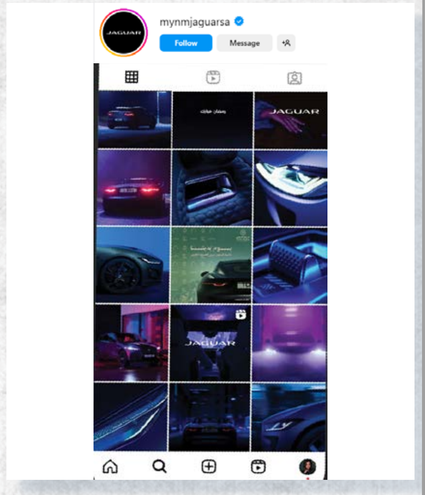

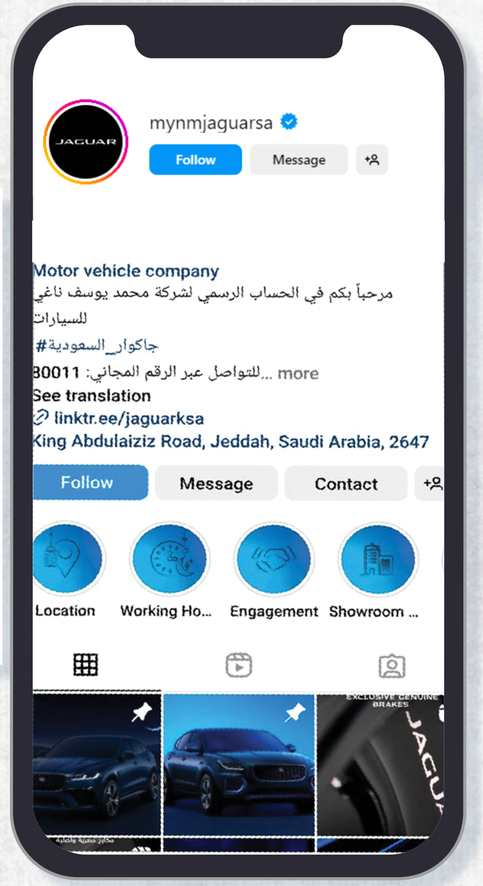

JAGUAR

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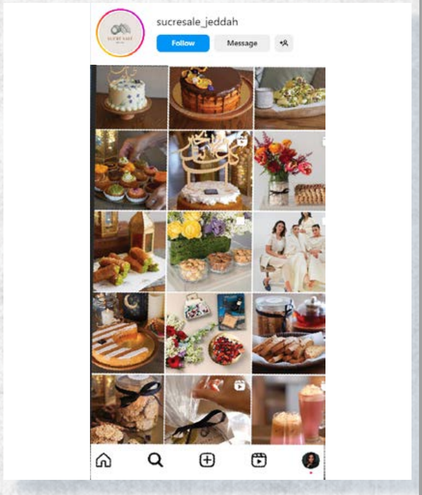
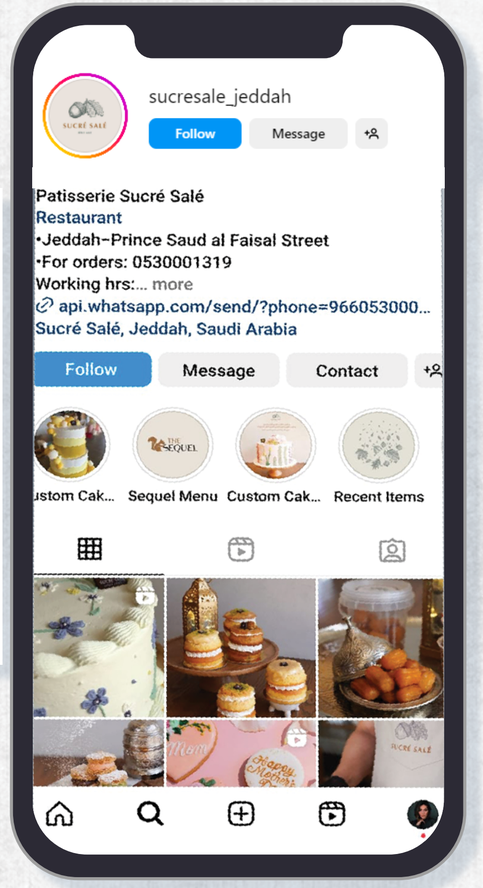
SUCRÉ SALÉ
since 1995





SUCRÉ SALÉ

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Social Media Content

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BAE SYSTEMS

BAE SYSTEMS

Social Media Strategy

Social Media Calendar

Social Media Content

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SMSCMC

الشركة السعودية للصيانة وإدارة خطوط الإمداد المحدودة
Saudi Maintenance & Supply Chain Management Co.

SMSCMC

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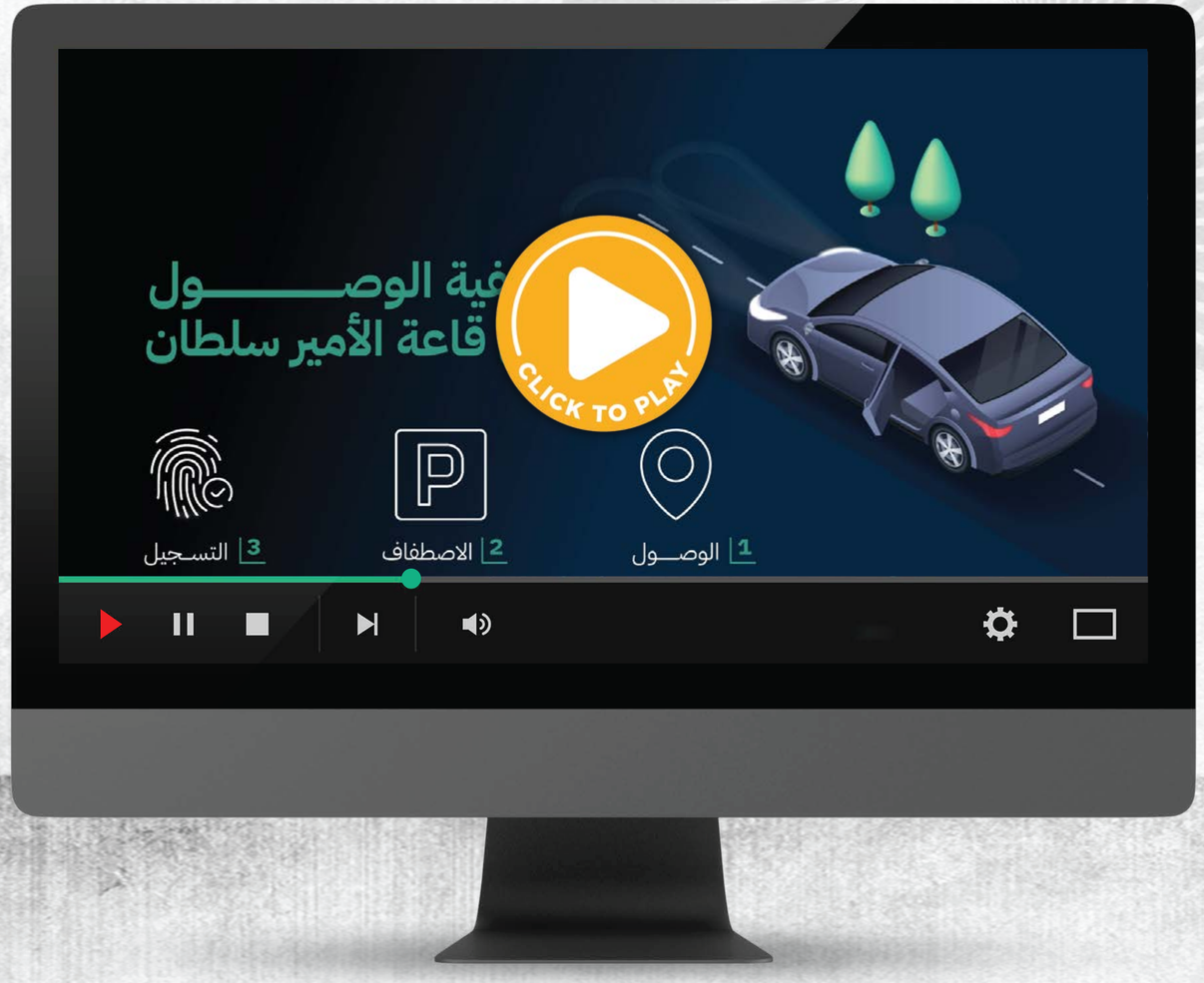
RIYADH GLOBAL
MEDICAL BIOTECHNOLOGY
SUMMIT 2024
قمة الرياض العالمية للتقنية الحيوية الطبية

وزارة الحرس الوطني
Ministry of National Guard

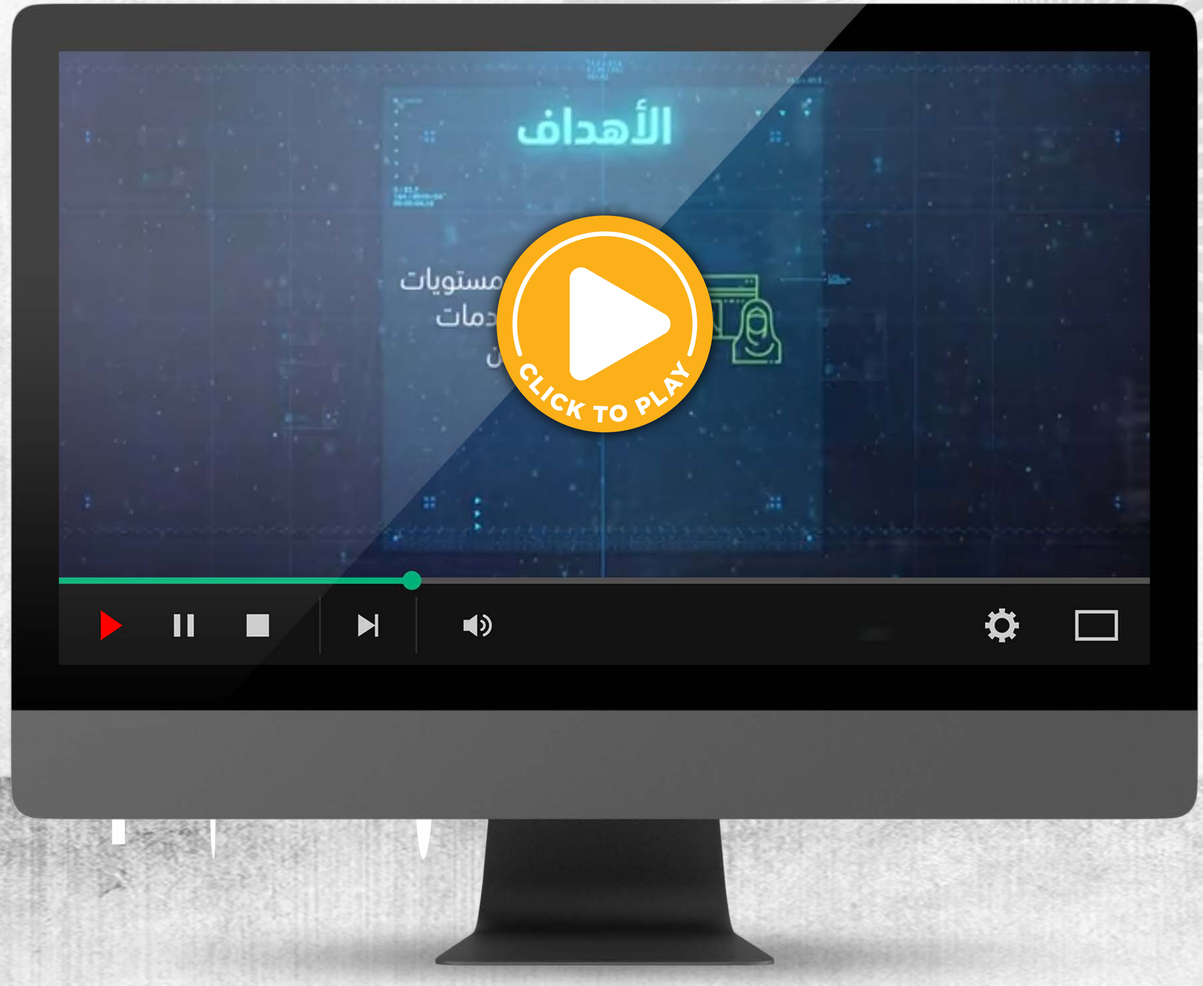


RGMBS

LEAP

وزارة الحج والعمرة

السعودية الرقمية
Digital Saudi

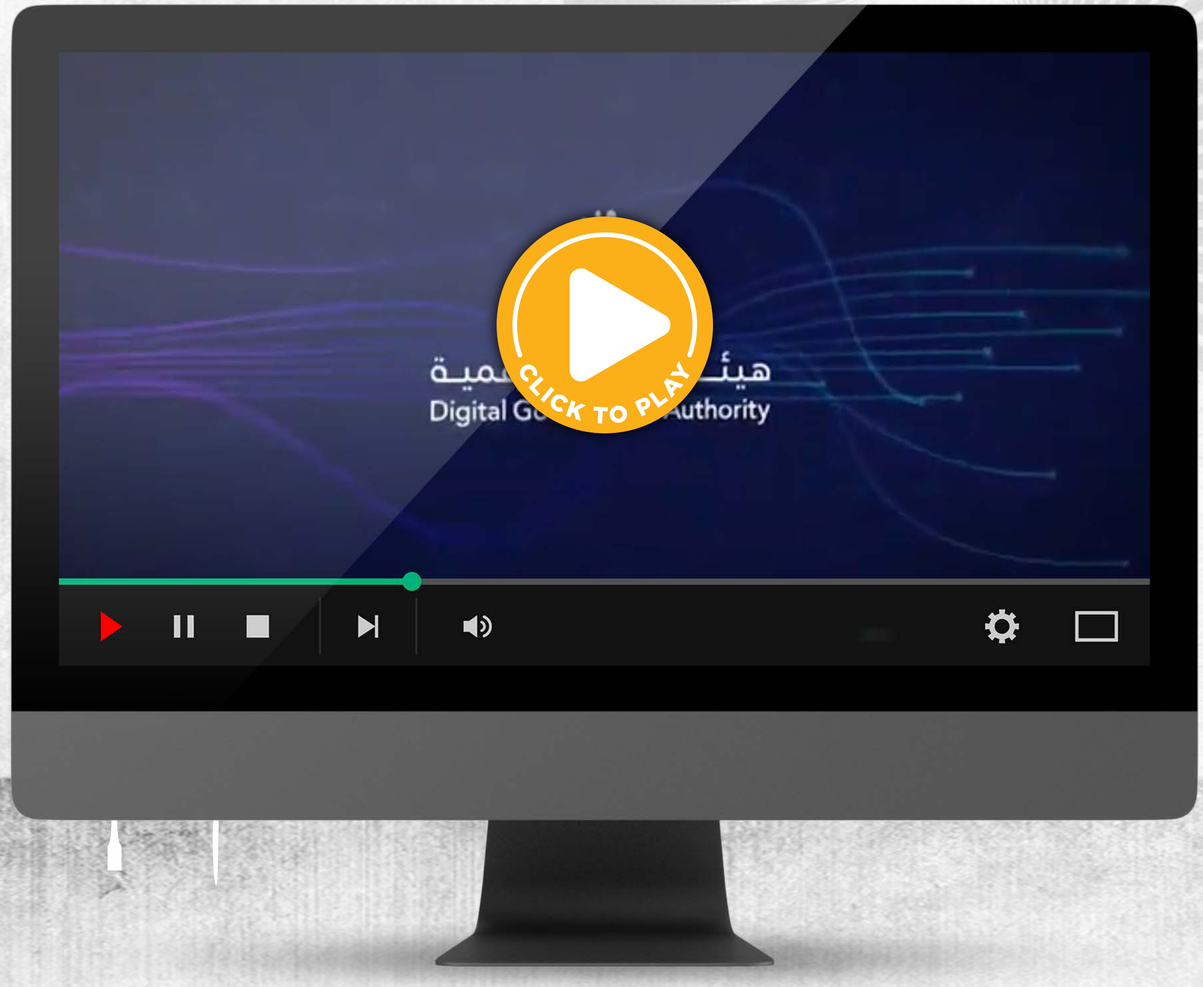


LEAP
2023

قمة الحكومة الرقمية
Digital Government Summit

قياس
التحول الرقمي

هيئة الحكومة الرقمية
Digital Government Authority

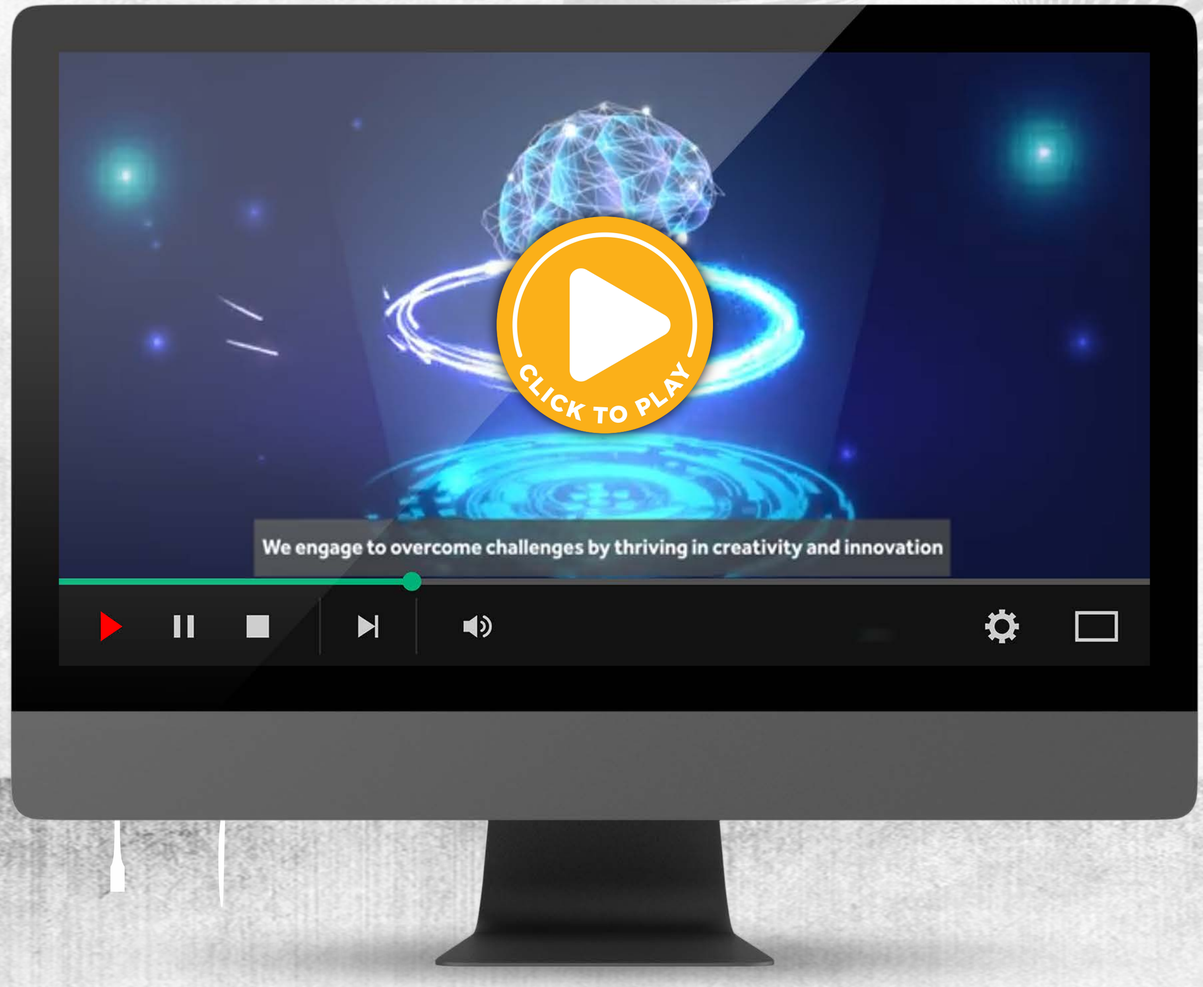


DIGITAL GOVERNMENT FORUM

قمة الحكومة الرقمية
Digital Government Summit

جائزة الحكومة الرقمية

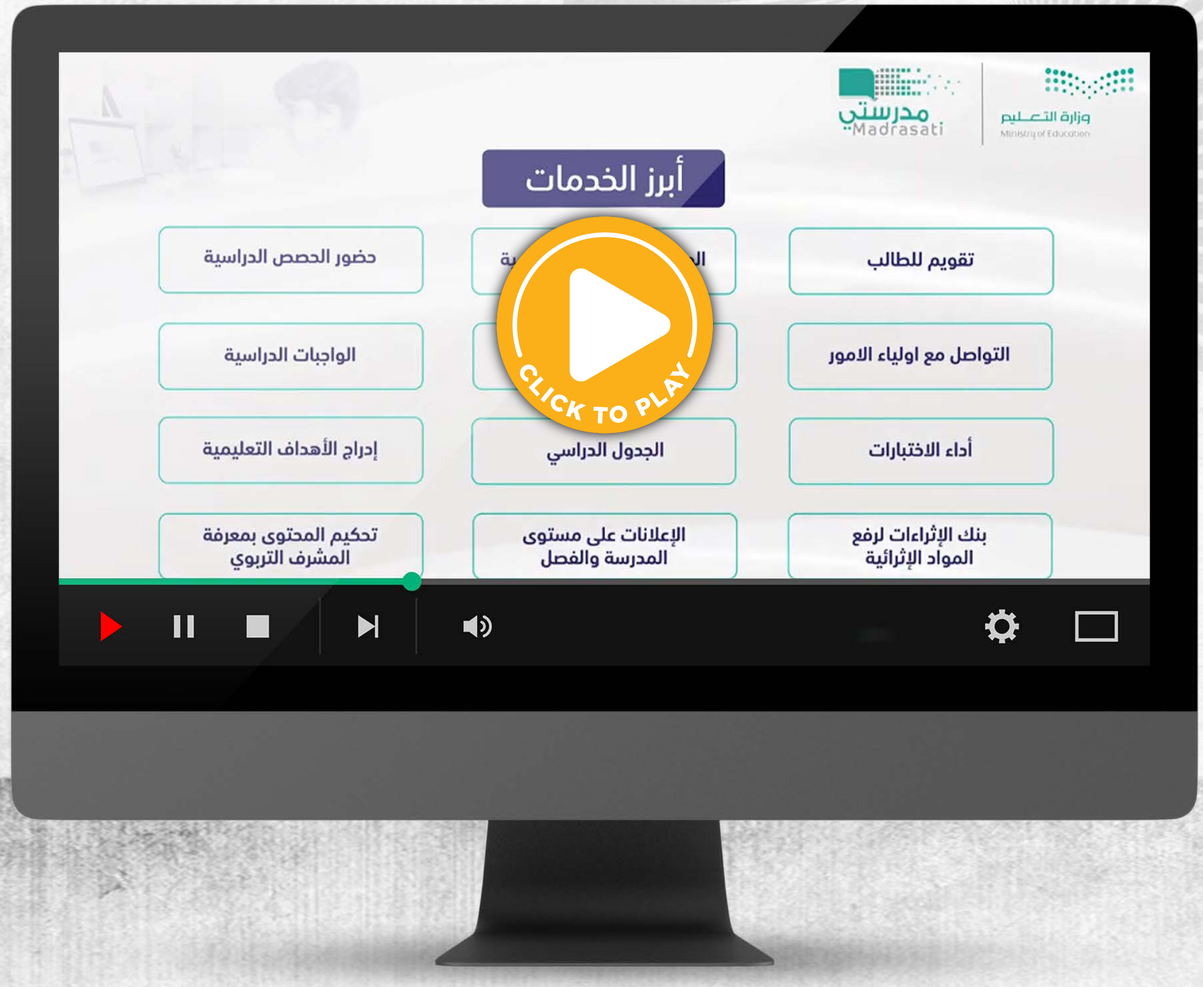
هيئة الحكومة الرقمية
Digital Government Authority



DIGITAL GOVERNMENT FORUM

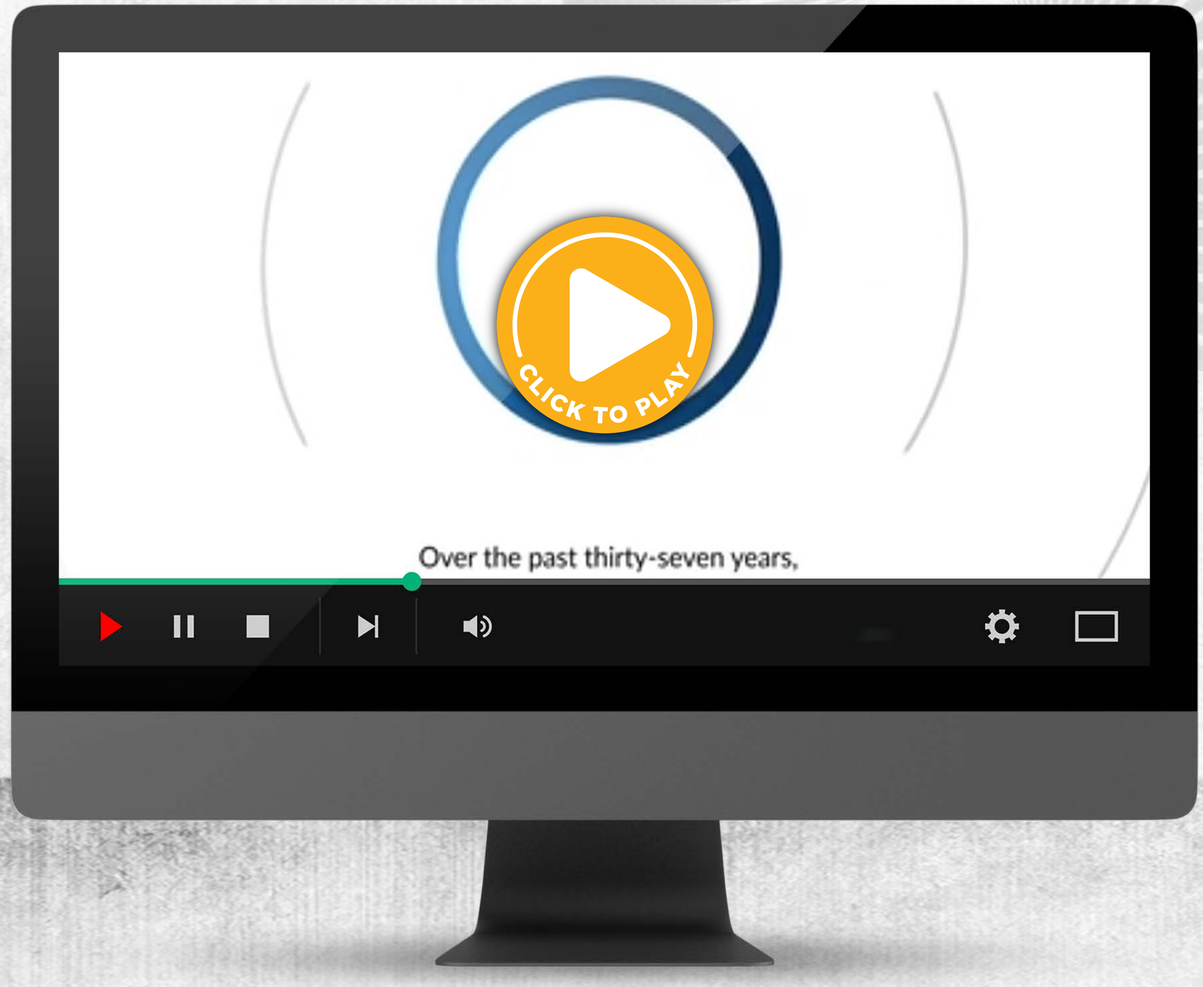
وزارة التعليم
Ministry of Education

هيئة الحكومة الرقمية
Digital Government Authority



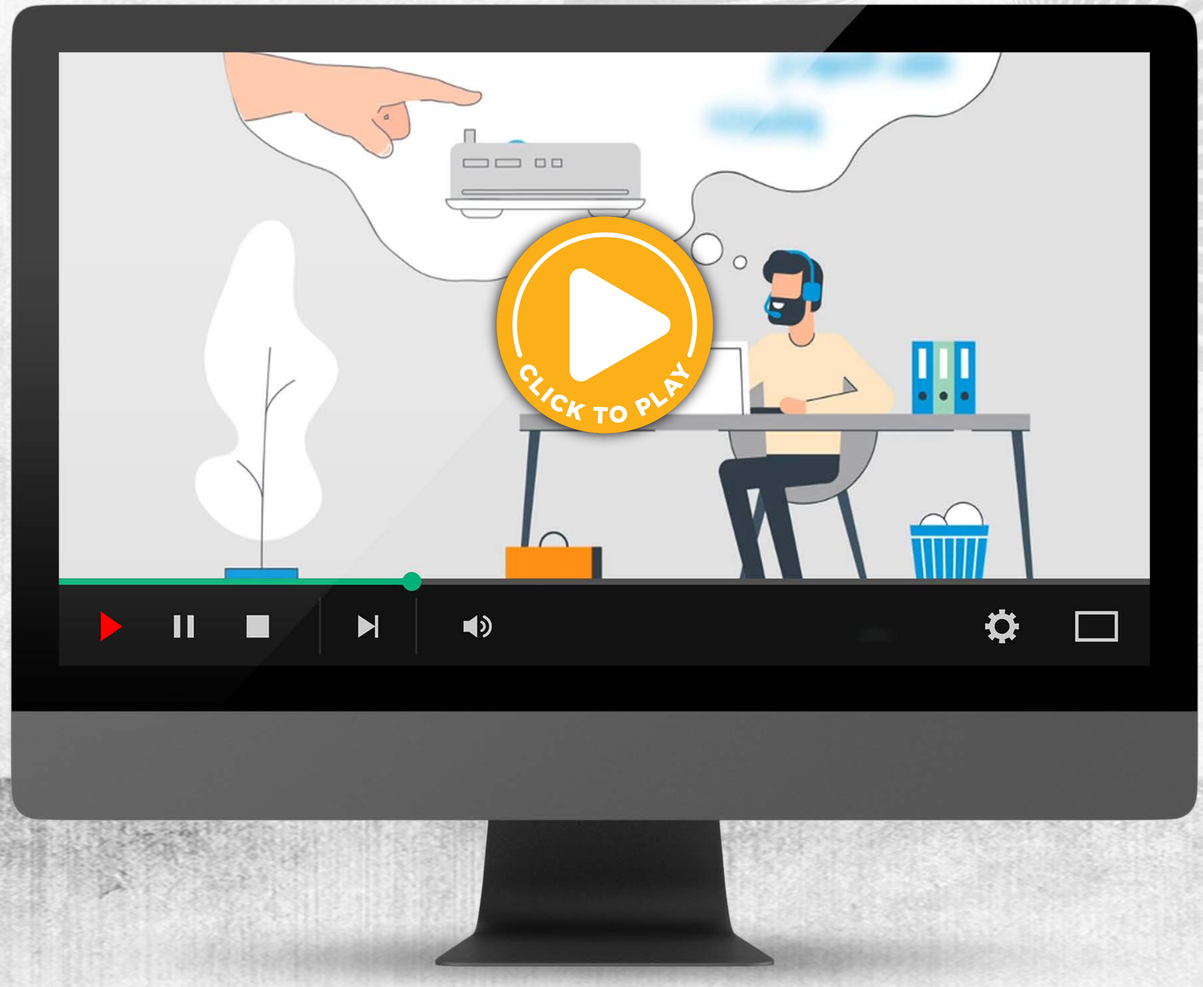
MINISTRY OF EDUCATION

ARASCO أراسكو

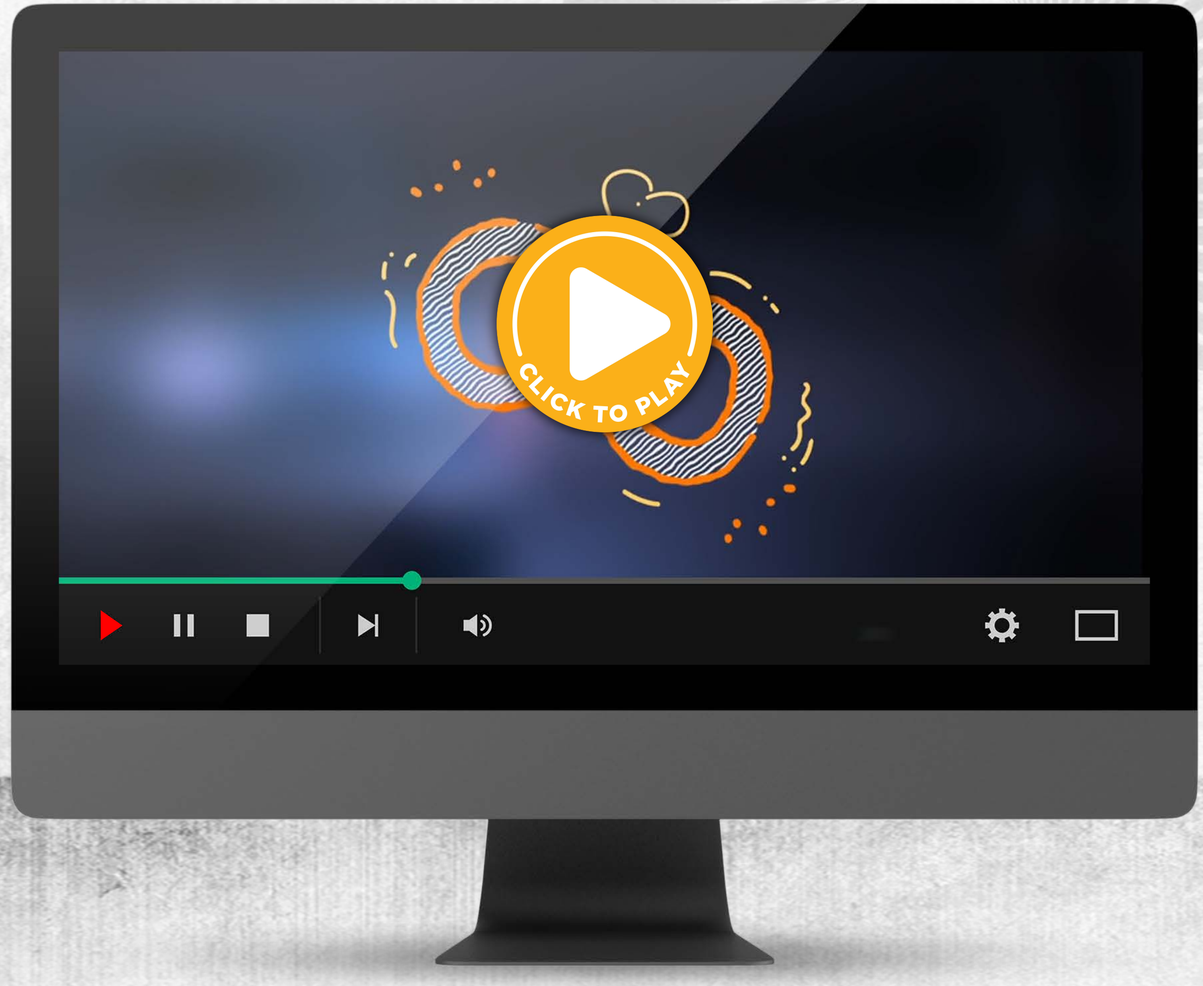


ARASCO

موبايلي
mobily

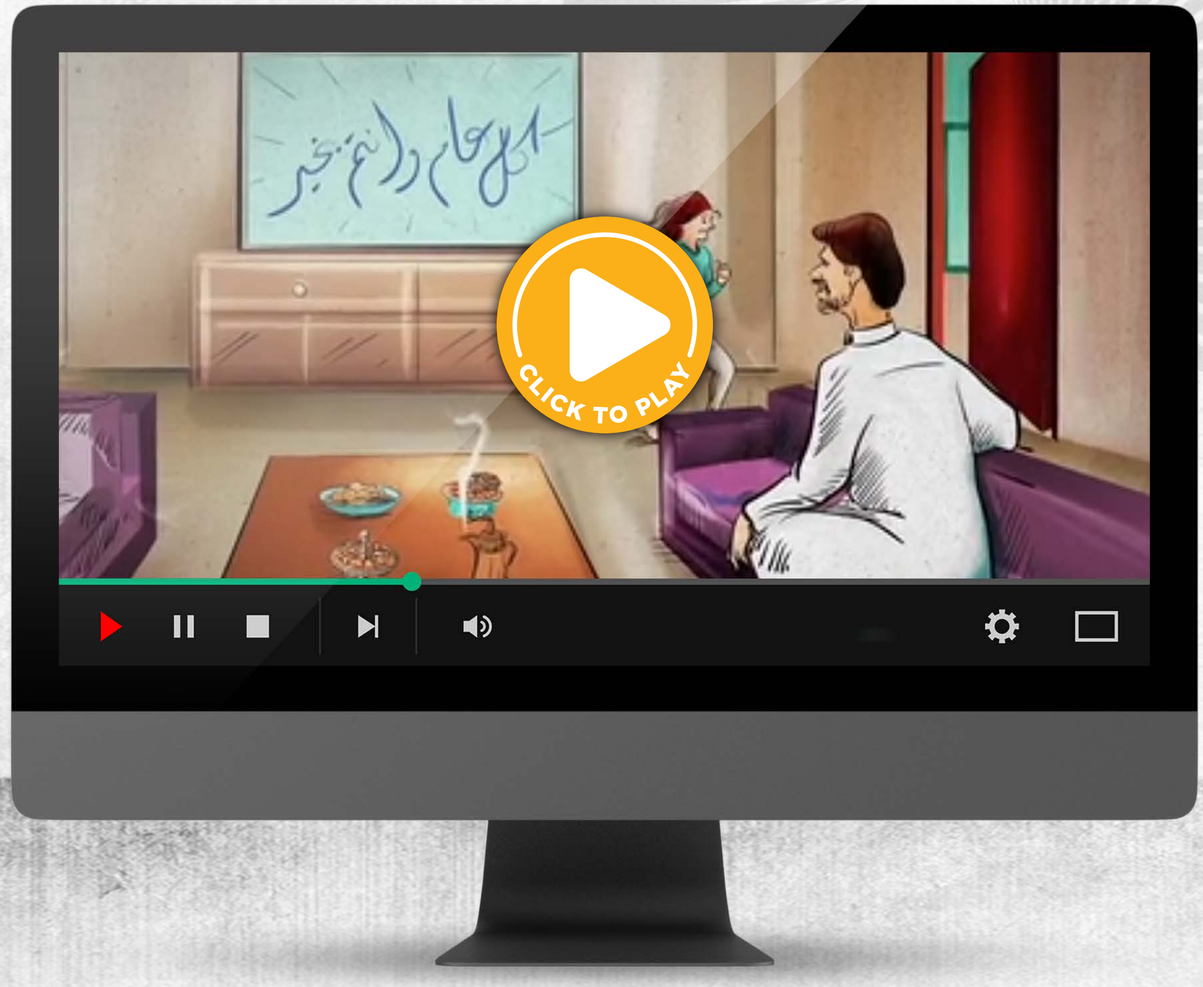


MOBILY

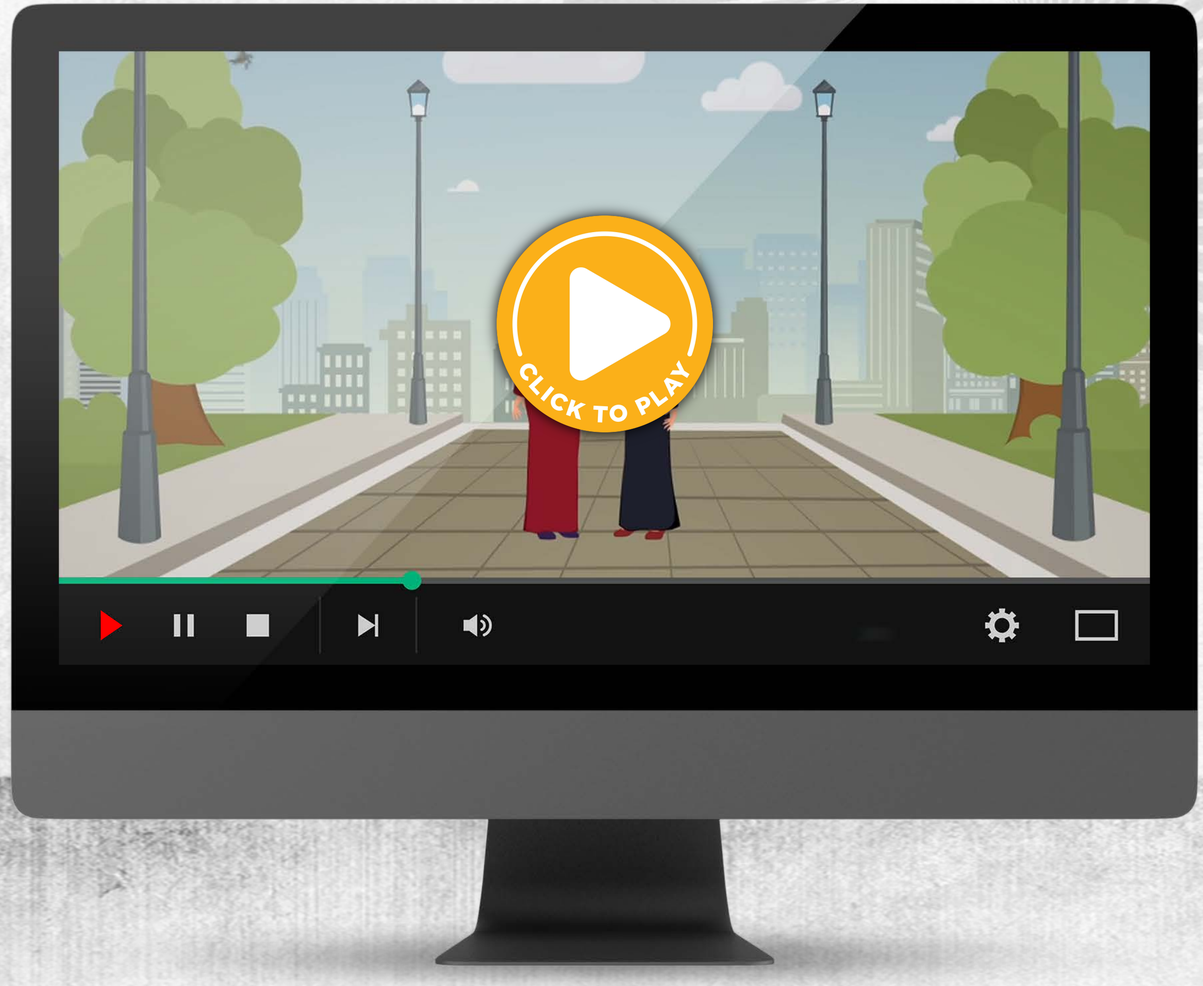


MOBILY

الهيئة العامة للترفيه
General Entertainment Authority



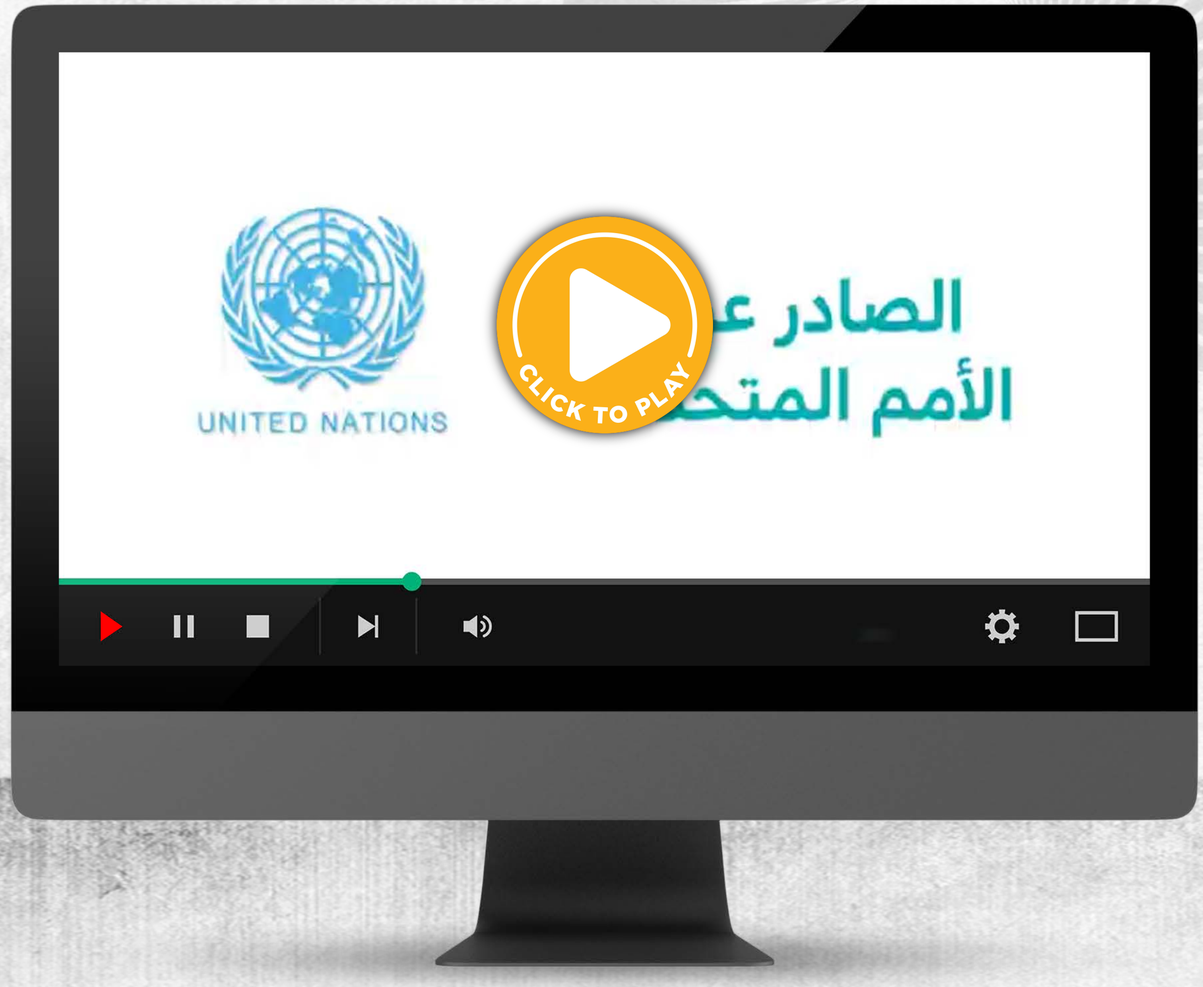
GENERAL ENTERTAINMENT AUTHORITY



DAR AL-HEKMA
UNIVERSITY

UNITED NATIONS | WORLD BANK GROUP | UNITED NATIONS الاسكوا ESCWA

هـيـئـة Digital
الحكومة Government
الرقمـية Authority



DIGITAL GOVERNMENT AUTHORITY

GOV.SA
المنصة الوطنية الموحدة

هـيـئـة الحكومة الرقمية
Digital Government Authority

DIGITAL GOVERNMENT AUTHORITY

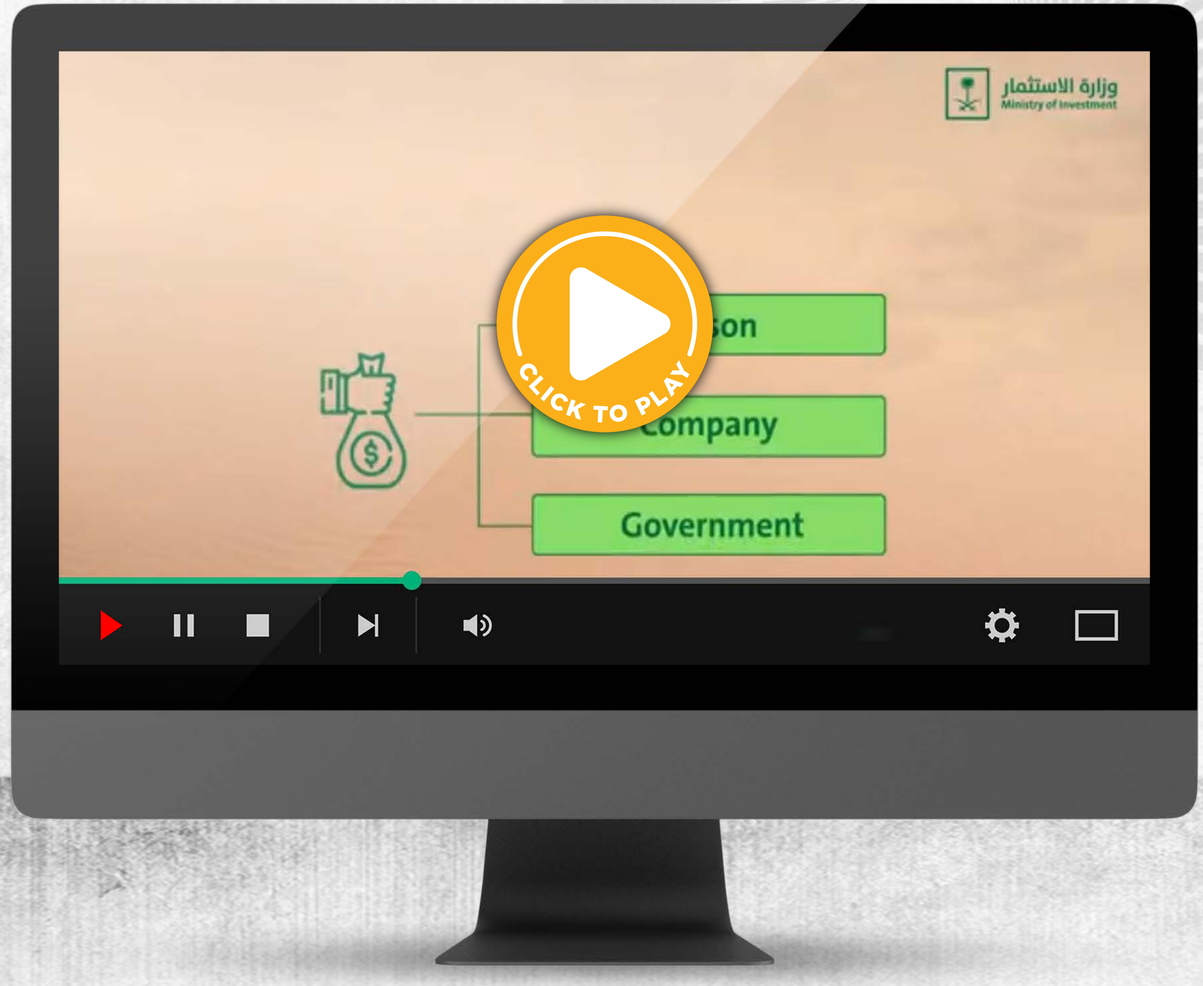
UNITED NATIONS

Digital هـيـئـة
Government الحكومة
Authority الرقمية

DIGITAL GOVERNMENT AUTHORITY

INVEST SAUDI

وزارة الاستثمار
Ministry of Investment



MINISTRY OF INVESTMENT

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EVENTS & ENTERTAINMENT

INVEST IN MINING AND MINERALS

BOOTH DESIGN

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السعودية الرقمية
Digital Saudi

DIGITAL SAUDI
PODCAST

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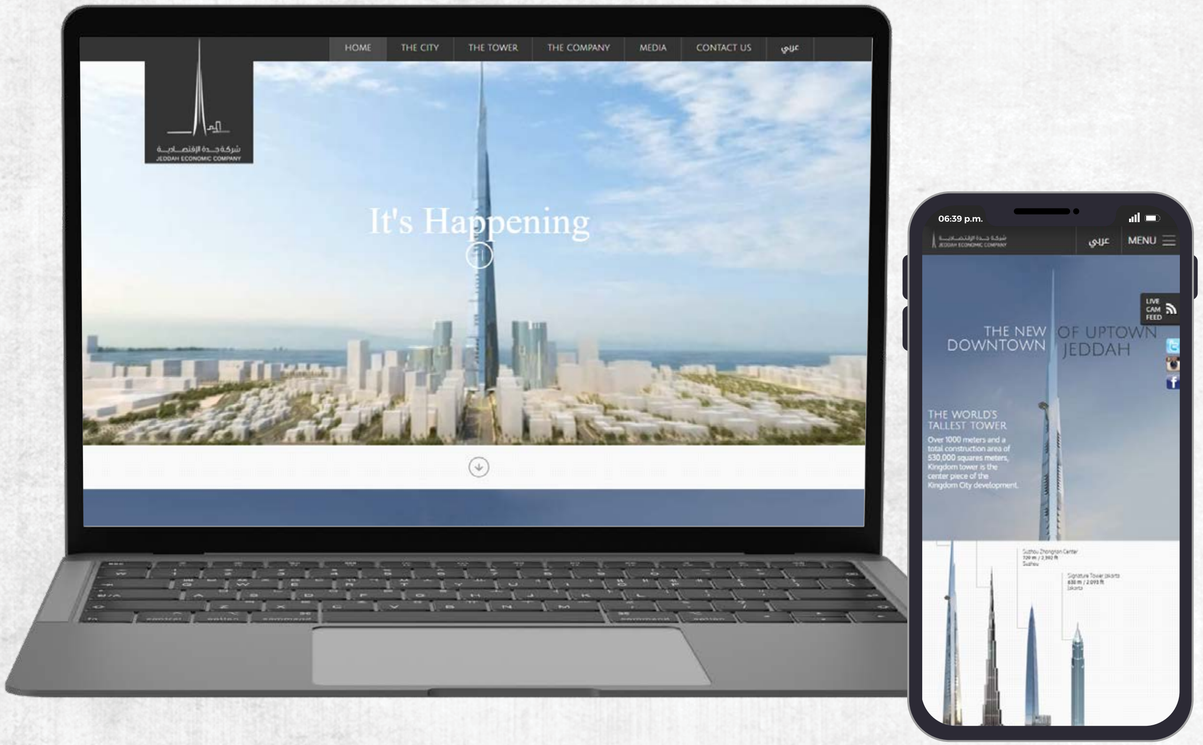
WEBSITE & APP DEVELOPMENT

KETABAH
WEBSITE AND APP

UX/UI Design

Website/App Development

شركة جدة الإقتصادية
JEDDAH ECONOMIC COMPANY



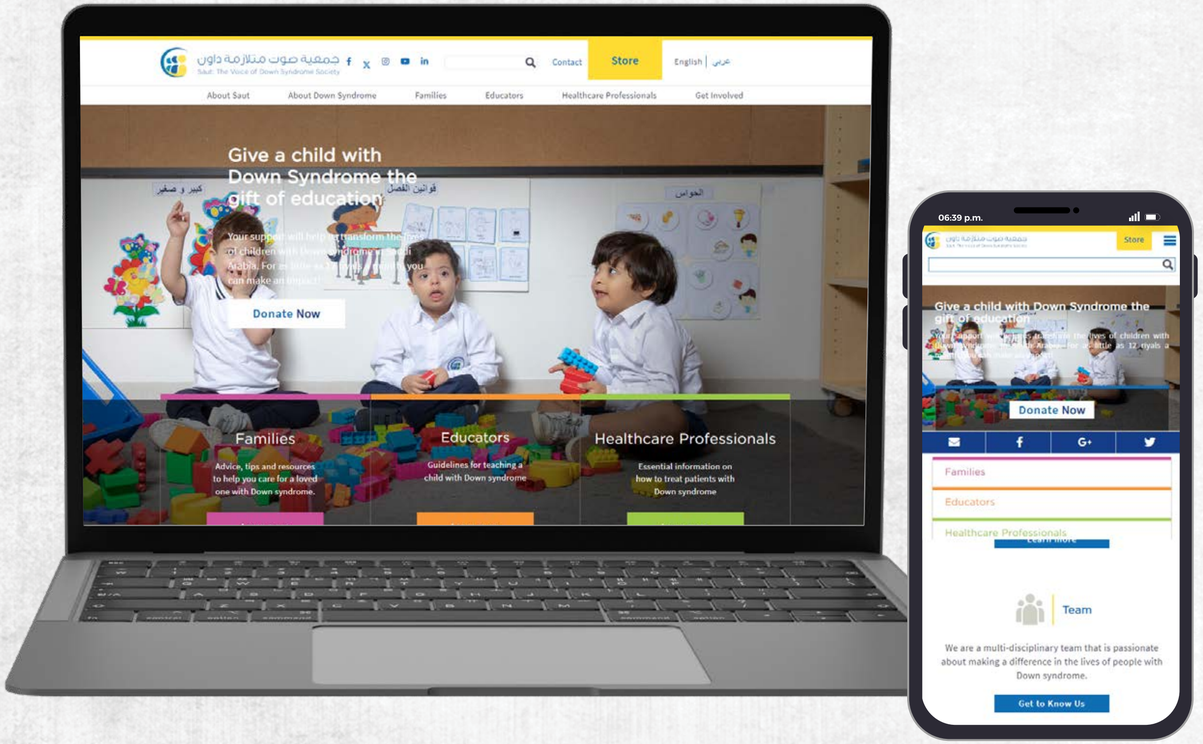
JEDDAH ECONOMIC COMPANY

WEBSITE AND APP

UX/UI Design

Website/App Development

جمعية صوت متلازمة داون
Saut: The Voice of Down Syndrome Society

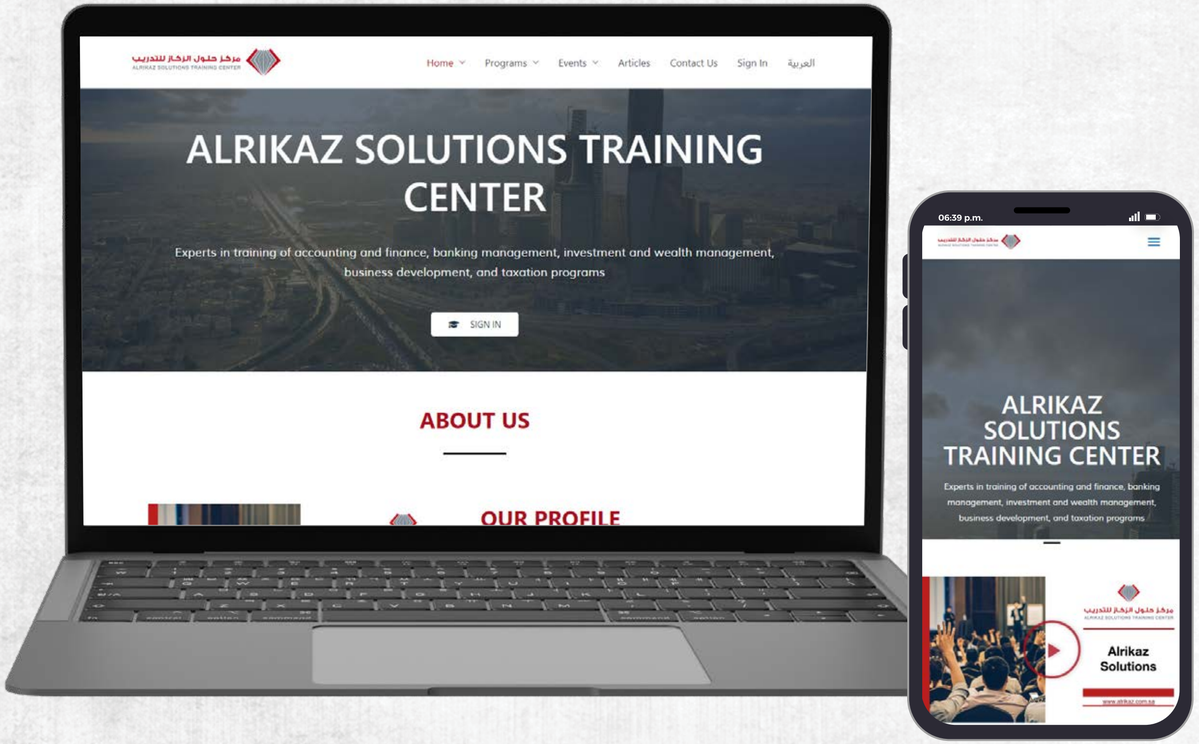


SAUT
WEBSITE AND APP

UX/UI Design

Website/App Development

مركز حلول الرّكاز للتدريب
ALRIKAZ SOLUTIONS TRAINING CENTER



AL RIKAZ
WEBSITE AND APP

UX/UI Design

Website/App Development

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