



### Are you prepared to up your social media skills?

You will leave the workshop with a key understanding of what constitutes best practices in social media in the Middle East and how you can apply these principles to your own organization or clients.

- **This is a one-day workshop exclusive to MEPRA**  
The masterclass is taking place in Dubai on November 18th and December 17th. This is a MEPRA-hosted full-day event (9am-5pm).
- **Learn from the region's best social media trainer**  
Khaled has been voted as the best social media trainer in the Middle East and has shown dozens of companies how to successfully leverage social media.
- **An excellent value proposition for your business**  
This one day workshop with Khaled ElAhmed only costs US\$500 per person. You won't find a course that offers more value at such a price point.

### Meet the Trainer-Khaled ElAhmed

An American-Jordanian Social Media Strategist with the ability to translate concepts into strong social media campaigns, Khaled manages the social media for Zain Jordan. Prior to his current role, he served as the Digital Director for the Jordanian Government, where he managed social media for the Prime Minister and the Government as a whole. Khaled is frequently sought as an authority on social media in the Middle East; he has managed and consulted on various public and private brands, and he was listed as one of Top 100 Most Influencer Arabs on Twitter in 2012. Khaled was also named the best social media trainer in the Middle East for 2015. His areas of interest include personal branding online, promoting customer engagement and leveraging social media to improve customer relations.



### About the Middle East Public Relations Association

MEPRA is the voice of the public relations profession in the Middle East. An association committed to setting standards of excellence in the communication industry. MEPRA is a community where professionals gain industry insights, network with peers and further their professional skills. Founded in 2001 in the UAE, MEPRA is a self-governing nonprofit member association, established to set world-class standards for the public relations and communication industry in the Middle East. MEPRA is an organization for members who are looking to grow their network, enhance their knowledge and professional skills and be recognized for their accomplishments.

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