

mepra   
youth board



## Creative Writing Competition

In partnership with  
Emirates Literature Foundation &  
Harper's Bazaar Arabia



*Tell us a story inspired by culture and community expressed creatively for  
your chance to be published in Harper's Bazaar Arabia!*



This competition aims to encourage and expand innovative and creative thinking among young storytellers in the Middle East, offering the opportunity to express their unique thoughts through creative writing.

Entries close 25 November 2021

visit [mepra.org/creativewritingcomp](https://mepra.org/creativewritingcomp) for more details



# The Brief:

## Tell us a story inspired by cultur and community

- There are very few rules and guidelines, we want to encourage creative adventure and freedom to express your thoughts. Your entry should be in a short story format, written in English or Arabic. It can be fiction or non-fiction, it might be rooted in history, love, humour, romance, crime or food. It's entirely up to you! We only ask that your short story is inspired by two words: ***Culture & Community***.
- The maximum word count is 750 words and your piece can be submitted in English or Arabic, and/or both for the same entry. All guidelines are set out on the next page. Submissions will be accepted from 3<sup>rd</sup> October – 25<sup>th</sup> November.
- Please submit only your own unique work that has not been published anywhere else. Multiple entries are accepted, and writers from across the Middle East are welcome to participate.
- The winning stories will be published in the January edition of Harper's Bazaar Arabia print magazine and Harper's Bazaar Arabia online.
- Entries will be evaluated by Harper's Bazaar Arabia's editorial team, the MEPRA Youth Board, Emirates Literature Foundation and published authors Jessica Jarlvi and Eman Al Yousuf. The judges will be looking for stimulating original work that is thought provoking and enjoyable to read.

The winner's piece will be published in Harper's Bazaar Arabia and promoted through MEPRA, Emirates Literature Foundation and Harper's Bazaar digital channels.

## Entry Guidelines

- Entries open w/c 3rd October 2021, all entries to be submitted to [community@mepa.org](mailto:community@mepa.org)
- The competition brief: tell us a story inspired by two words: Culture & Community
- Language – English or Arabic
- Word count: maximum 750
- Your competition entry must be original and previously unpublished (commercial or self published), and you must have full authorial rights over the submission
- Closing date for entries: midnight 25th November 2021
- The results will be announced on 22nd December, 2021. The winner's entries will be published in the January edition of Harper's Bazaar Arabia. The judges' decision is final
- Entries must be submitted by email to **community@mepa.org**. Please submit your entry as a Word document, without illustration or images of any kind.
- Submit a one-page cover letter which includes your name and the title of the entry, a short personal biography (maximum 50 words) and a short summary of your entry and how it relates to 'Culture and Community' (maximum 150 words)
- The cost per entry is FREE
- By submitting an entry, you agree to allow MEPRA, Emirates Literature Foundation and our competition partners to publish, link to, and promote your story. The copyright remains yours.

For any questions or to submit your entry, email [community@mepa.org](mailto:community@mepa.org)

# The Jury:

The judges will be looking for stimulating original work that is thought provoking and enjoyable to read.



## Eman Al Yousuf

The first Emirati to get the fellowship in creative writing from the University of Iowa. The program began in 1967 and is one of the most respected writing programs in the world.

Writer of the first feminist Emirati short movie 'Ghafa' directed by Aisha AlZaabi and screen during Dubai Film Festival 2017. Since 2012 Ms Eman Al Yousuf writes weekly columns and articles for local newspapers.

She currently conducts creative writing workshops in the UAE, GCC and around the world.



## Jessica Jarlvi

Jessica Jarlvi's debut novel, When I Wake Up, was selected "Book of the Year" by Magrudys in 2018, and featured on bestseller lists in the US and Australia. Her latest psychological thriller, What Did I Do? deals with mental health and human trafficking.

Born in Sweden, she's lived in the UK, the US and the UAE, and has worked in publishing and PR. A former Montegrappa Prize winner, she has an MA in Creative Writing and is currently teaching journalism and creative writing at university while working on her next novel.

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## Olivia Phillips

Olivia Phillips, Editor in Chief, Harper's Bazaar Arabia Group GCC

With 15 years of fashion and lifestyle journalism experience, Olivia's international media expertise has seen her work for global industry leaders including Net-a-Porter, Grazia, Refinery29, Matches Fashion, Stylist (UK) and Jimmy Choo. Headhunted from London in 2014, she has spent seven years championing, supporting and engaging with the fashion landscape in the Middle East, as well as interviewing style's biggest names for print, video and live audiences – from Marc Jacobs and Stella McCartney to Angela Missoni and Victoria Beckham.

## Jessica Jarlvi

Jessica Michault is the deputy editor of Harper's Bazaar Arabia. She is also an award-winning journalist, public speaker and Fashion, Luxury, Beauty consultant. Michault's 60 Second Fashion Reviews have brought fashion show criticism to the social media sphere and her in-depth, one-on-one interviews with some of fashion's leading movers and shakers, via her Fashion Your Seatbelt podcast, has created another avenue for fashion lovers to connect with the industry. She has worked with brands such as Miu Miu, Boucheron, Mulberry and the Puig group and her articles have been published in The New York Times, Business of Fashion and she spent 16 years working at the International Herald Tribune as its online style editor alongside the iconic Suzy Menkes.



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## Dur Kattan

Deputy Minister of Communication and Media,  
Ministry of Culture, Kingdom of Saudi Arabia

Dur Kattan is a strategic advisor and communications and branding expert with a track record of building, developing and leading communication teams in the public sector. Dur has been with the Ministry since its inception in 2018, she oversaw the development and execution of the MoC's communication and brand strategy both locally and internationally, along with all of its subsidiaries. She also orchestrated MoC's wildly successful inauguration event.

Dur has also been a jury member on various prestigious nationwide selection and advisory committees, such as the G20 Presidency logo and Made in Saudi brand. She is also the key Saudi cultural communication advisor, due to her profound role as the custodian of communicating the country's cultural narrative.

## Andrea Gissdal

MEPRA Strategy Board Member and Head of Communications and Marketing at Emirates Literature Foundation.

As Head of Communications and Marketing at Emirates Literature Foundation, a non-profit organisation, Andrea's mission is to spread the love of literature across the UAE and the wider world.

Andrea is a firm believer in the power of stories to change hearts and minds, and this extends to her professional life. She heads an integrated department combining PR, marketing, social, design, digital and web development, all working together to bring different messages to life for different audiences.

From an agency background, Andrea has consulted to organisations large and small across the UAE, with several campaigns being shortlisted for or winning MEPRA awards as well as an EMEA SABRE award.

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## MEPRA Youth Board

The MEPRA Youth Board is made up of previous MEPRA Award Young Communicator winners. The group serve as an advisory body to senior MEPRA Boards and shapes the strategy for engaging young communicators in the region.

The MEPRA Youth Board includes

- President: Jennifer Love, Senior Account Director, Brazen MENA
- Vice President: Hanisha Lalwani, Senior Marketing Manager MEA, PageGroup
- Nada Elbarshoumi, Senior Manager Weber Shandwick MENAT
- David Willett, Head of Digital, Weber Shandwick MENAT
- Sara Kazim, Vice President of Employee Engagement, Mubadala Investment Company
- Shaimaa El Nazer, Group Account Director, Hill+Knowlton Strategies
- Omar Batterjee, Head of Marketing, Communications and Partnerships, SAFEIS
- Amneh Alkhatib, Employee Engagement Specialist, Siemen's Energy