

# MEPRA MEMBERSHIP PACK



CELEBRATING

25  
YEARS



## WHO WE ARE

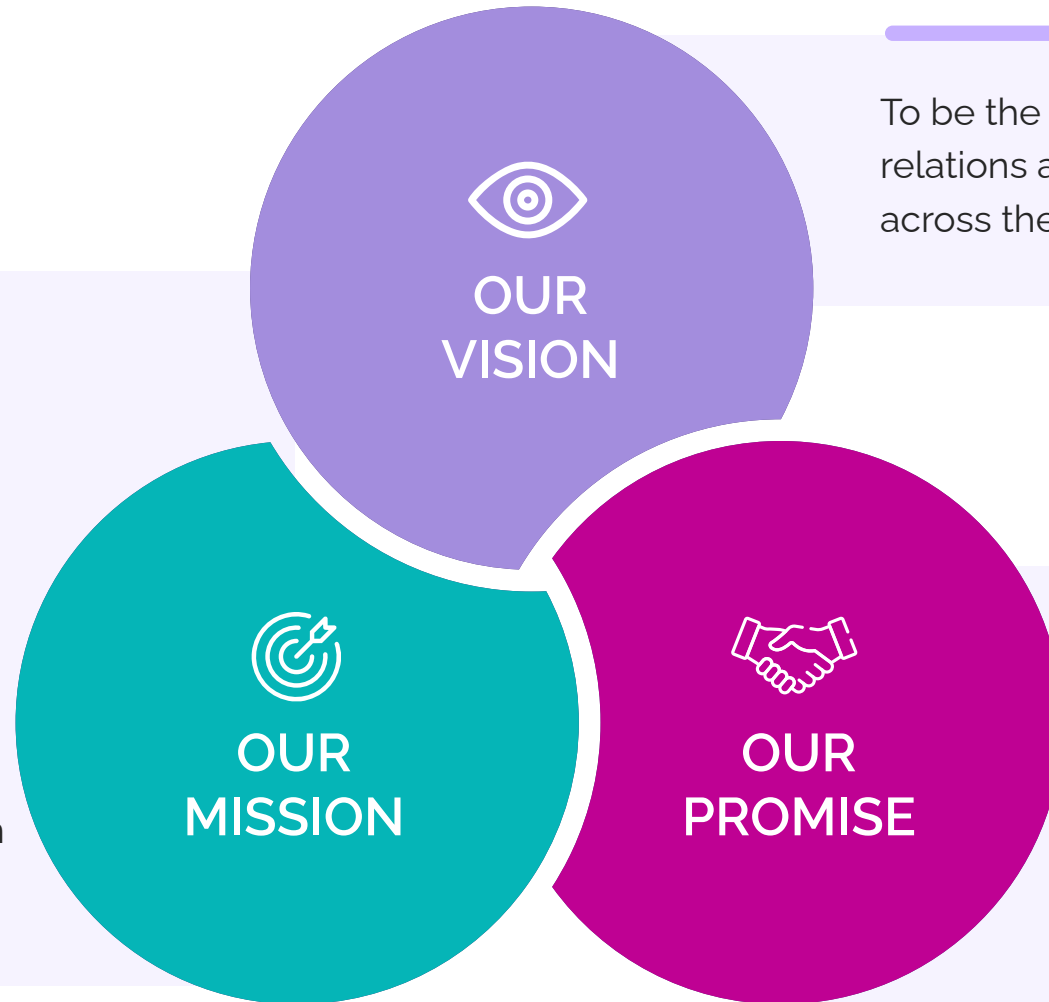
MEPRA, established in 2001 and based in the UAE, is the leading voice for public relations and communication professionals and students across the Middle East. As a self-governing, non-profit member organisation, MEPRA is dedicated to setting world-class standards of excellence in the communication industry. It boasts over 1,300 members, including 10 Executive Board members and over 60 Strategy Board members.

MEPRA fosters a vibrant community where professionals can gain industry insights, network with peers, enhance their knowledge and professional skills, and receive recognition for their accomplishments.



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We aim to enhance awareness and understanding of public relations in the Middle East, both as a profession and as a catalyst for organisational reputation. We achieve this by upholding industry standards, disseminating knowledge and thought leadership, and strengthening the capabilities of professionals in the region.



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To be the definitive voice for the public relations and communication profession across the Middle East.

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We are dedicated to fostering growth and establishing benchmarks of excellence within the Middle East's public relations and communication industry.

# OUR VALUES



## ADVOCACY

We promote the public relations profession and serve the interests of the communication industry by helping shape discussions on core principles, trends and standards.



## GROWTH

We are committed to advancing the public relations industry regionally, while simultaneously fostering the professional development of individuals.



## INTELLIGENCE

We collaborate with esteemed institutions and public relations experts to share knowledge through diverse resources for communication professionals in the region.



## PROFESSIONALISM

We operate with the highest professional and ethical standards, promoting integrity and respect as core tenets of every interaction within the communication community.

Through flagship events, thought leadership forums, professional development programmes, and industry awards, MEPRA is the trusted partner and catalyst for excellence in Middle East communications.

## MEMBERSHIP TIERS

| Tier       | Fee      | Team Size | CIPR Logins | MEPRA Logins |
|------------|----------|-----------|-------------|--------------|
| Individual | ₪ 1,050  | 1         | 1           | 1            |
| Silver     | ₪ 3,950  | Up to 25  | 10          | 25           |
| Gold       | ₪ 7,875  | 26 - 50   | 25          | 50           |
| Platinum   | ₪ 15,750 | 51 - 80   | 35          | 80           |

# MEMBERSHIP BENEFITS

| Benefit                                                                                                                                     | Individual | Silver | Gold | Platinum |
|---------------------------------------------------------------------------------------------------------------------------------------------|------------|--------|------|----------|
| MEPRA Academy Trainings                                                                                                                     | ✓          | ✓      | ✓    | ✓        |
| CIPR CPD Platform Access                                                                                                                    | ✓          | ✓      | ✓    | ✓        |
| MEPRA Employee Assistance Programme                                                                                                         | ✓          | ✓      | ✓    | ✓        |
| MEPRA Talent Directory                                                                                                                      | ✓          | ✓      | ✓    | ✓        |
| Mentoring Programme                                                                                                                         | ✓          | ✓      | ✓    | ✓        |
| Exclusive Member Discounts                                                                                                                  | ✓          | ✓      | ✓    | ✓        |
| Student Connect Platform                                                                                                                    | ✓          | ✓      | ✓    | ✓        |
| Promotion of Internal News                                                                                                                  | —          | ✓      | ✓    | ✓        |
| Complimentary Job Postings                                                                                                                  | —          | ✓      | ✓    | ✓        |
| X1 EDM from January to December 2026                                                                                                        | —          | —      | ✓    | ✓        |
| Exclusive Invitation for a Senior Executive to Join a Private Leadership Roundtable (30 mins) with MEPRA Chair/Vice Chair & Executive Board | —          | —      | —    | ✓        |

# ACCREDITATION & CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

Through its exclusive partnership with the Chartered Institute of Public Relations (CIPR), MEPRA offers members access to an internationally recognised accreditation and CPD programme – the first of its kind in the region.



Free access to CIPR's online CPD portal with 1,400+ development activities, guides, fact sheets, and on-demand webinars.



MEPRA Academy training with virtual and in-person sessions on key topics such as social media strategy, thought leadership, video production, and leadership skills.



CPD points awarded for both online and in-person learning, helping you track your development and progress toward accreditation.

## EVENTS & LEARNINGS

MEPRA's Events & Learning platform is the premier hub for professional development and community engagement within the Middle East's communications sector. We provide a diverse range of opportunities for learning, collaboration, and industry recognition throughout the year. From high-level leadership forums and regional networking events to specialised skills workshops and expert-led webinars, MEPRA has something for everyone. Whether you aim to enhance your skill set, network with peers, or stay current on industry trends, you'll find it all at MEPRA.





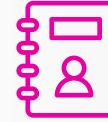
## EMPLOYEE ASSISTANCE PROGRAMME (EAP)

MEPRA's Employee Assistance Programme (EAP), provided by Lyra Wellbeing MENA, offers free, confidential, multilingual support 24/7, 365 days a year. It's available to MEPRA members and their families for personal challenges, mental health concerns, and healthier habit building.



## MENTORING PROGRAMME

The MEPRA Mentoring Programme is a 12-month initiative that pairs seasoned communications professionals with early-career practitioners throughout the Middle East. This programme aims to foster the professional growth of mentees while offering mentors the opportunity to contribute to the industry and cultivate future leaders.



## TALENT DIRECTORY

The MEPRA Talent Directory is an exclusive platform for members to support recruitment, networking, and visibility in the regional communications industry. It allows job seekers, freelancers, and industry professionals to showcase their profiles and contact details directly to hiring managers.

# ACCESS MEPRA MEMBER-ONLY RESOURCES



## Insights & Thought Leadership

Access research, case studies, opinion pieces, and expert analysis shaping regional communications.

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## Career Centre

Browse exclusive job vacancies and internship opportunities across the Middle East PR industry.

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## Artificial Intelligence (AI)

Access ethical AI guidelines, practical tools, and a regularly updated AI Glossary for PR and communications.

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## Sustainability Communications

Resources to help communicators lead on ESG, avoid greenwashing, and align with UAE climate law.



## SMIC (Small, Medium, Independents & Consultants)

Tailored support, events, and tools for freelancers and independent PR professionals.



## MEPRA Youth Board – Student Connect

Mentorship and career-readiness support from young professionals to students and graduates.

# SOME OF OUR CORPORATE MEMBERS

|                                                                                                                                                                                             |                                                                                                                                                          |                                                                                                                         |                                                                                                                                                              |                                                                                                                                        |                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>ADIB مصرف أبوظبي الإسلامي</p>                                                                          |  <p>الفطيم<br/>Al-Futtaim</p>                                           |  <p>الروستاماني<br/>AWR OOSTAMANI</p> |  <p>BAYER</p>                                                             |  <p>CARMA</p>                                       |  <p>CHALHOUB GROUP</p>                                    |
|  <p>DAMAC</p>                                                                                              |  <p>DP WORLD</p>                                                        |  <p>Emirates</p>                     |  <p>EGA<br/>الإمارات العالمية للألمنيوم<br/>EMIRATES GLOBAL ALUMINIUM</p> |  <p>مدينة إكسبو دبي<br/>EXPO CITY DUBAI</p>         |  <p>بنك أبوظبي الأول<br/>FAB<br/>First Abu Dhabi Bank</p> |
|  <p>flydubai</p>                                                                                           |  <p>Ford</p>                                                            |  <p>gci health</p>                    |  <p>IHG<br/>HOTELS &amp; RESORTS</p>                                      |  <p>M42</p>                                         |  <p>mastercard</p>                                        |
|  <p>ميرال<br/>MIRAL</p>                                                                                    |  <p>MOHAMED BIN ZAYED<br/>UNIVERSITY OF<br/>ARTIFICIAL INTELLIGENCE</p> |  <p>MUBADALA</p>                      |  <p>Murdoch<br/>UNIVERSITY</p>                                            |  <p>PURE<br/>INTERNATIONAL<br/>بيور الدولية</p>     |  <p>مؤسسة قطر<br/>Qatar Foundation</p>                    |
|  <p>المكتب<br/>الإعلامي<br/>لحكومة<br/>رأس الخيمة<br/>RAS AL KHAIMAH<br/>GOVERNMENT<br/>MEDIA OFFICE</p> |  <p>ras al khaimah<br/>tourism development authority</p>              |  <p>SEC Newgate<br/>Middle East</p> |  <p>SIEMENS<br/>Ingenuity for life</p>                                  |  <p>srmq<br/>Saudi Research &amp; Media Group</p> |  <p>TAQA<br/>طاقة</p>                                   |
|  <p>TECOM GROUP</p>                                                                                      |  <p>TRISTAR</p>                                                      |  <p>VISIT<br/>BRITAIN</p>          |  <p>جامعة زايد<br/>YAYOI UNIVERSITY</p>                                 |                                                                                                                                        |                                                                                                                                              |

# SOME OF OUR AGENCY MEMBERS

|                                                                                     |                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
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## MEMBER TESTIMONIALS



### ANANDA SHAKESPEARE

Founder & CEO, Shakespeare  
Communications

As proud members of MEPRA, we've experienced firsthand the essential blend of professionalism, inclusivity, and warmth that defines the association. MEPRA excels in fostering an equitable culture - demonstrated by its gender-balanced leadership and the fact that the Board is chaired by a capable female leader, reinforcing the association's commitment to true representation and diversity. MEPRA feels like more than a professional association: it's a vibrant, inclusive, member-centric community. At Shakespeare Communications, we deeply value the personal connections, shared resources, and supportive environment it provides, anchored by a legacy of regional leadership and thoughtful inclusion.



### Kiera Purdue

Managing Partner, StickyGinger

Being part of the MEPRA strategy and SMIC boards for over 3 years has not only brought value to me personally as an agency owner and team lead, but also to the people within my team themselves, who benefit from the regular training courses that MEPRA offers. StickyGinger has expanded its network through both in-person and remote board sessions, as well as building relationships with other owners and MDs through the strategy meets and of course, the MEPRA Awards. Being a part of the MEPRA network allows me to bring valuable learnings about the industry, benchmarks of success, and best practice for diversity, equity and inclusion structures to my senior team - as well as benefiting from a connected regional talent base, and opening up new collaborative opportunities.





## BUDOOR AL YOUSUF

Director at Burson

Being part of the MEPRA Strategy Board has been a rewarding opportunity, it has given me the chance to be an active participant in the growth and evolution of our region's communications industry. MEPRA continues to set new benchmarks for the region and it's inspiring to be part of a community that empowers its members to elevate the impact and integrity of their field.



## PETER JACOB

Managing Director  
Current Global MENAT

In a region as dynamic and diverse as ours, MEPRA plays a critical role in bringing together the full breadth of the PR and communications industry from agencies and in-house teams, to independent consultants, academics and future practitioners. What truly sets MEPRA apart is its commitment to genuine community creating spaces where knowledge is freely shared, collaboration is encouraged over competition, and standards are elevated across borders to deepen connections, foster new voices, and help drive the future of our industry together.



## CLAIRE LAWSON

Head of Burson Dubai

As communications leaders, we have a responsibility to elevate our industry and MEPRA provides the platform to do exactly that. It brings our community together, drives higher standards and champions the power of purposeful, impactful storytelling across the region.



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&  
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