



EDITOR
PR & COMMUNICATIONS



The Journey
Editor PR & Communications
Create, Execute, Inspire...



Since We Embarked Upon

This Adventure

We gained the trust of over 100 clients across the world

We are a locally and internationally recognized PR & communications agency that excelled in handling a long list of the most prestigious events nationally such as: Egypt Can (2016-2017- 2018), KSA Embassy celebration of the National Day (2017- 2016), the Public Administration Reform and Local Development Programme (2018), Cairo International Film Festival (2009- 2008) and Serrenia Grand Opening (2007) amongst others.

“ **Editor team proved a commendable ability to prepare for the conference and to deal with the varied requirements of all participants** ”

Dr. Farouk El-Baz, Director of Center for Remote Sensing.

“ **Your sound advice and personal involvement in every step of the planning and execution are truly very much appreciated** ”

Ramy Zaki - P&G.

“ **Editor PR did an outstanding job organizing for Egypt Can July 2017. They were professional, reliable, detail-oriented and pleasant to work with. They succeeded to exceed & surpass the international standards for Conferences. I would definitely recommend them both locally and internationally.** ”

Dr. Dahlia ElShafie-Mostafa, Award-Winning Certified Coach.



Core Values

EXCELLENCE:

Pursuing excellence in offering top-notch services and outstanding performance in maintaining and enhancing the client's image in the market in addition to promoting the most professional public presentation.

DEDICATION:

Maintaining commitment, loyalty, enthusiasm and passion as key pillars to an outcome of the best quality.

INNOVATION:

Ensuring creativity, improvement, and development in the domains of interaction, problem solving and seeking the latest trends in the communication field.

TRUST:

A highly reliable and trustworthy team ensuring world-class quality standards, fairness, and timeliness.

ORGANIZED:

Keeping an efficient process-oriented delivery, Our team is equipped with structure, practicality and the know-how of the business that helps tap into new territories of different industries

REWARD:

Client satisfaction is our goal. It is paramount to ensure that every one who deals with Editor feels that his/her experience was a rewarding one.



How Our Journey Started

Since 1999, Editor has been cultivating ample expertise and providing clients with 13 windows of services. Our deep understanding of media enabled us to match international industry standards and establish our foot as a pioneering Egyptian public relations, communications and event management agency.

Everybody has stories. And we know storytelling by heart. It's the essence of everything we do. We believe that the most efficient way to assist clients is by sharing their journeys.

Such understanding enabled us to support more than 100 clients in several strategic sectors; FMCG, Real Estate, Telecom, Electronics, Educational, Travel, Leisure as well as the governmental sector.



Chairman Message

Mohamed Sherdy

Founder and Chairman of Editor PR, Communications and Events.

“Taking care of clients is our driving force. Our dedicated team of specialists work constantly to ensure that all the efforts we put mirror into success.”

Mohamed Sherdy is a Media expert, lecturer, and trainer. He has an extensive experience as a journalist and TV Presenter. Sherdy co-hosted “Cairo Today” on Orbit Satellite Channel, “90 Minutes” on al-Mehwar Channel, and “Kol Youm” on al-Nahar al-Youm Channel. Sherdy was a former member of the Egyptian People’s Assembly (2010-2005). He was a former special PR consultant for the government of Kuwait.

Explore Our Services

Events Management
Integrated Communications
PR Planning and Activations
Crisis & Issue Management
Translation & copywriting

Media Monitoring
CSR Planning and Activations
Digital and Social Media
Media Analysis
Media Training

Editorial Desk
Media Relations
Art & Video Production
Branding & Production





Events Management

Our team excels at all events' management details starting from the conceptualization itself, coordination, to handling all technical aspects until launching. We have organized upscale entertainment concerts and festivals as well as press conferences and factory visits. Our teams expertise relies heavily on deep understanding of event planning and management; our specialists take care of budgeting, scheduling, coordinating with third-parties, site selection and acquiring permits.



Integrated Communications

Our creative department understands the nuts and bolts of IMC. We work to cultivate our offline and online promotional tools. Therefore, we ensure that all messages align together in harmony regardless of the place of medium of publication or display.



PR Planning & Activations

Editor's team tailors state-of-the-art PR strategies aimed at keeping clients ahead of time.

To achieve that, we constantly and rapidly develop our understanding of the latest market trends to stay up to date, create flexible yearly to bi-quarterly business plans. Furthermore, we assist our clients in formulating clear plans that maintain their image in the market, among competitors and in all media platforms.



Crisis & Issue Management

We have extensive expertise in crisis and issue management. Our attentive team quickly responds with a proactive plan to counter any identified potential problems or media crises. We also provide comprehensive information and reports on the problem along with possible solutions to overcome it.



Media Monitoring

We provide clients with a detailed monitoring of print, online and broadcast media. Additionally, the service provides summaries and analysis for all collected video and audio recordings plus, press clippings.

We prioritize traditional means of media as well as digital ones such as blogs, social channels and more.



CSR Planning & Activations

We help through such plans align CSR projects and events with the company's core values and work, and hence stressing its image amongst its competitors as well as supporting and enhancing its brand between the public.



Digital & Social Media

Editor's specialized Digital Social Media team works on preparing written, visual, and multimedia copy for digital as well as social media outlets.

We tailor content that responds with the audience and reflects the persona of our clients.



Media Analysis

We reflect our understanding of media analysis on current coverages from prominent newspapers, magazines, broadcast news outlets, blogs or even viral words on social media.



Media Training

Our team offers a set of fully-fledged services supported by the expertise of top-level media personnel, specialists, and executives. Our training sessions promises a head start in the world of PR, communications and journalism, locally and internationally.



Translation & Copywriting

We have a professional in-house team of Ar>En and En>Ar translators with a solid background in journalism and media production.



Editorial Desk (Ar&En)

Through an insightful understanding of the market needs as well as the brand identity and values, our mixed-experience team of journalists and copywriters generates genuine content that varies in form a purpose between news, stories, blogs, press releases, social media posts, reports and more.



Media Relations

We cultivate our media relations with local and international print and broadcast outlets to leverage the reach of our messages and enhance organizations' goals, policies, and practices by informing the audience and engaging them in a positive manner. We coordinate with prominent newspapers, entertainment magazines and websites locally and on the regional level.



Art & Video Production

We have a team of in-house visual production wizards that creatively produces wide range of video and visual art content such as video commercials, social media posts, layout designs and more.

We have a complete set of advanced video and editing equipment that support the production process and ensures the best quality out there.

Companies

We Know

Companies

We've Known

Over our 20 years old journey, we've crossed paths with over 100 clients around the world, including industry leaders such as Philip Morris (2013 -current), Vodafone (2013 -2017), PepsiCo (2008 - 2016), and P&G (2009-2015).



Companies

We Know



SAUDI EGYPTIAN
DEVELOPERS



شركة أسمنت سيناء
Sinai Cement Co.

Abu Auf®
there's more to nuts



شركة الإسكندرية للأدوية
والصناعات الكيماوية

VACSERA



SINOVAC 科兴

ALBURUJ

I M K A N
M I S R

new PLAN
developments

ÉCLAT
PORTSAID



Companies
We've Known



نشيء لنبنى حياة



مركز بهوة للكشف المبكر
وعلاج سرطان السيدات



FOUNDATION
SUSTAIN SUSTAINABILITY



ST REGIS
CAIRO



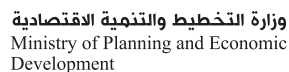
Avenue 22



The
Knowledge
Hub
Universities







The background features a vibrant teal nebula on the left side, with a bright, glowing arc of light. The rest of the image is a deep blue space filled with numerous small, white stars of varying brightness.

Little Journeys

Crisis Management

Editor has handled different crises across the board for clients that we have served in different industries and sectors. Happily served:



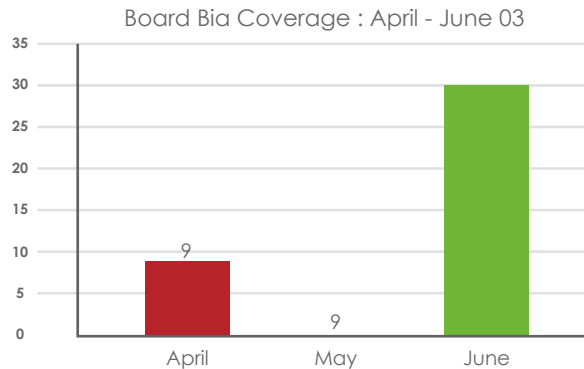


Case Study - Crisis Management

Background: The Irish Food Board crisis started with the mad cow disease erupting worldwide and Egypt starting to prohibit exporting meat from Europe.

Strategy: The agency immediately prepared a plan to clarify that Bord Bia meat is different & that it is submitted to a very high quality control test & measurements.

Results: The agency accompanied "Hadeeth El Madena" program "A: very well-known program in Egypt with high viewership" and travelled all the way to the Irish meat factories where the program inspected and ensured that cows are being medically tested and controlled according to highest standards to keep it safe away from the mad cow disease.





Case Study - Crisis Management

Background: On April 23rd, 2000 the print media started coverage of the story. " Al Naba' published the first negative story on the logo issue and other media picked it up (the fireball).

Strategy: Editor was approached by coca cola to step in. A Strategy was devised and implementation ensued.

Results: We Prepared statements to deliver to coca cola audience and a special plan to seek and obtain the "Mufti" statement along with contacting top journalists and columnists to write about the issue. All the actions taken culminated in the issuing of the Coca-Cola and the Mufti statements and the overwhelming positive coverage that followed in the media.



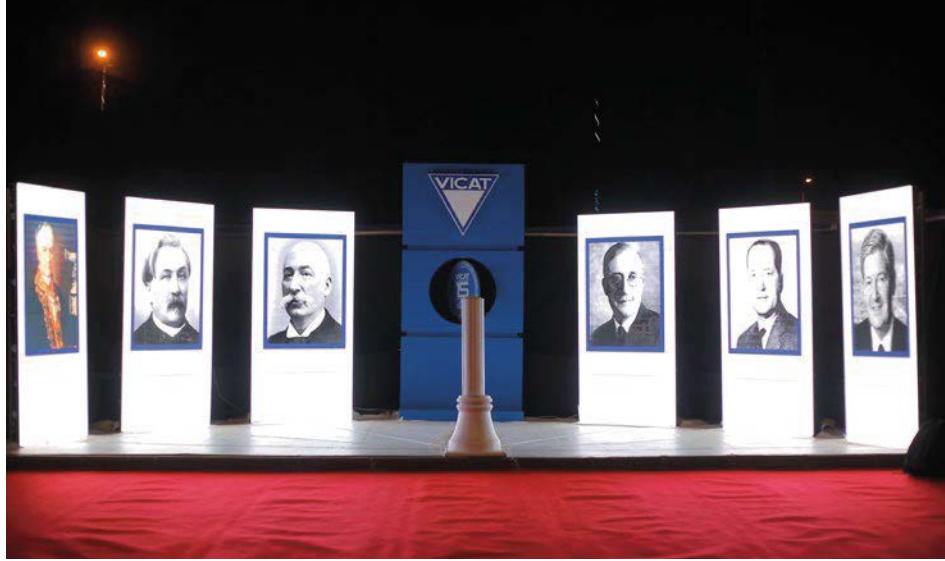


فيكا مصر لصناعة الأسمنت
VICAT EGYPT FOR CEMENT INDUSTRY

CELEBRATING 15 YEARS IN EGYPT

Editor was responsible for event management, branding, production and venue setup for this major celebration event as well as the media function.







THE NATIONAL CONFERENCE OF SUPPORTING MINOR FARMERS

This event was a real success in terms of media coverage, branding, production and venue setup.







“مصر تستطيع”

EGYPT CAN (2016-2017-2018-2019-2022)

Following the major success of **EGYPT CAN** 2016,2017, we proudly handled the 3rd,4th, and the 5th edition of EGYPT CAN success series in terms of full planning and management, in addition to PR and Digital Activities.

EGYPT CAN was held under the auspices of President **Abdel Fatah Al-Sisi**.



لمؤتمر الوطنى لعلماء
وخبراء مصر فى الخارج
“مصر تستطيع”









PUBLIC ADMINISTRATION REFORM AND LOCAL DEVELOPMENT (2018)

As part of “Support to Public Administration Reform and Local Development - Bridges” Program three-conference series were announced to take place. the 1st of this series was held on 18th of March, 2018.

The project was funded by the European Union, with the aim of supporting local economic development through peer-to-peer sharing. The event was held in collaboration with Ministry of Local Development and Ministry of Planning, Monitoring and Administrative Reform.

The event is implemented by VNG International and Lena Ecole Nationale d'Administration.

The Conference was held at Grand Nile Tower, with the format of interactive panel discussions

The event welcomed 5 ministers, 27 governors and middle-managerial level figures, in addition to 120 attendees.





KSA EMBASSY

Celebrating KSA National Day (16–17). Editor took on the branding, production and venue setup for the major celebration event.



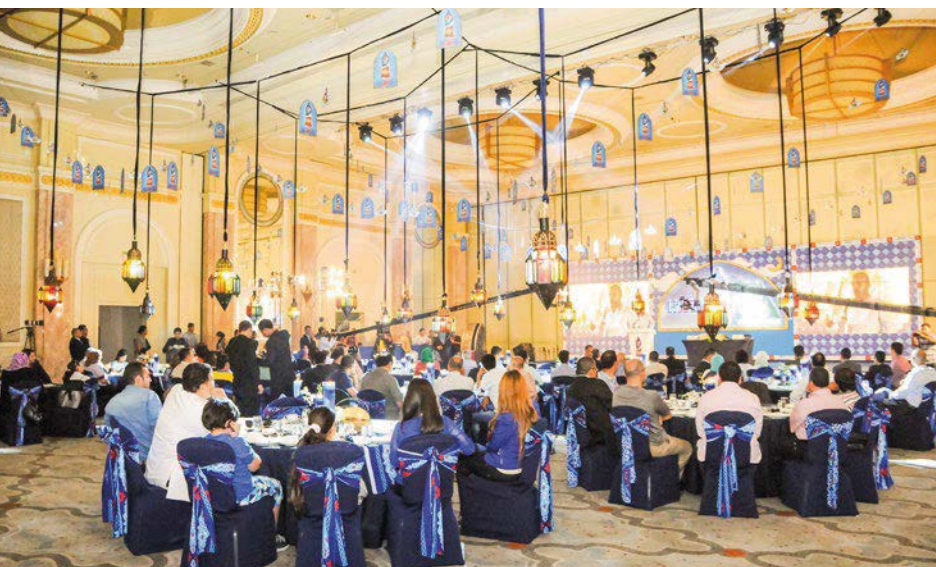




PEPSICO

PEPSI SCHOOL LEAGUE



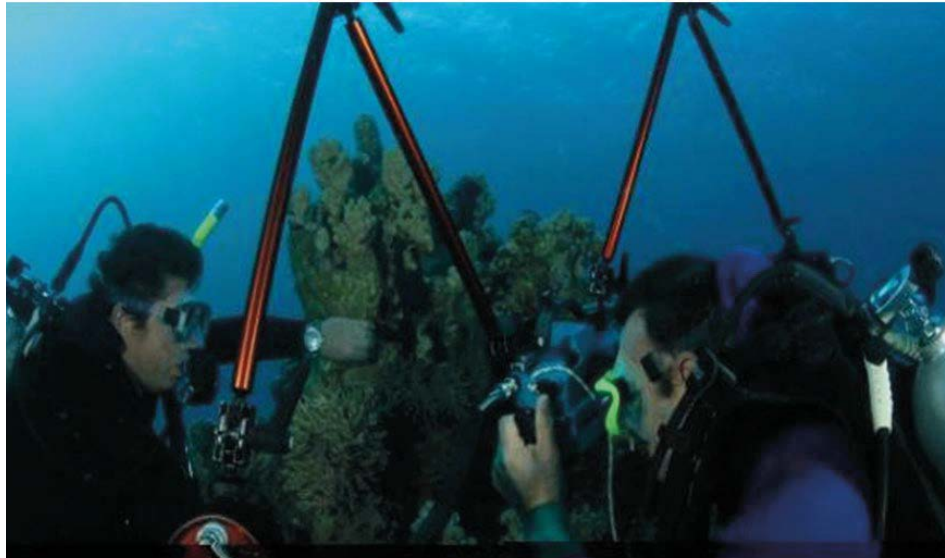


IWC

IWC EXCLUSIVE LAUNCH FOR INTERNATIONAL MEDIA (2015)

The biggest international private media event that was done through our network offices and was held in Egypt to host more than 200 journalists and client representative for different back-to-back events launching the new Aquatimer in Hurghada. Events included the participation of international scientists from the Jack Cousteau society on board the famous research ship the Alcion. Three days events including dinners, press conference and gala entertainment were organized and handled fully by Editor. For the first time in Egypt, Editor organized an **UNDERWATER** event for the divers and media representatives.







vodafone

VODAFONE FAMILY DAY (2010)



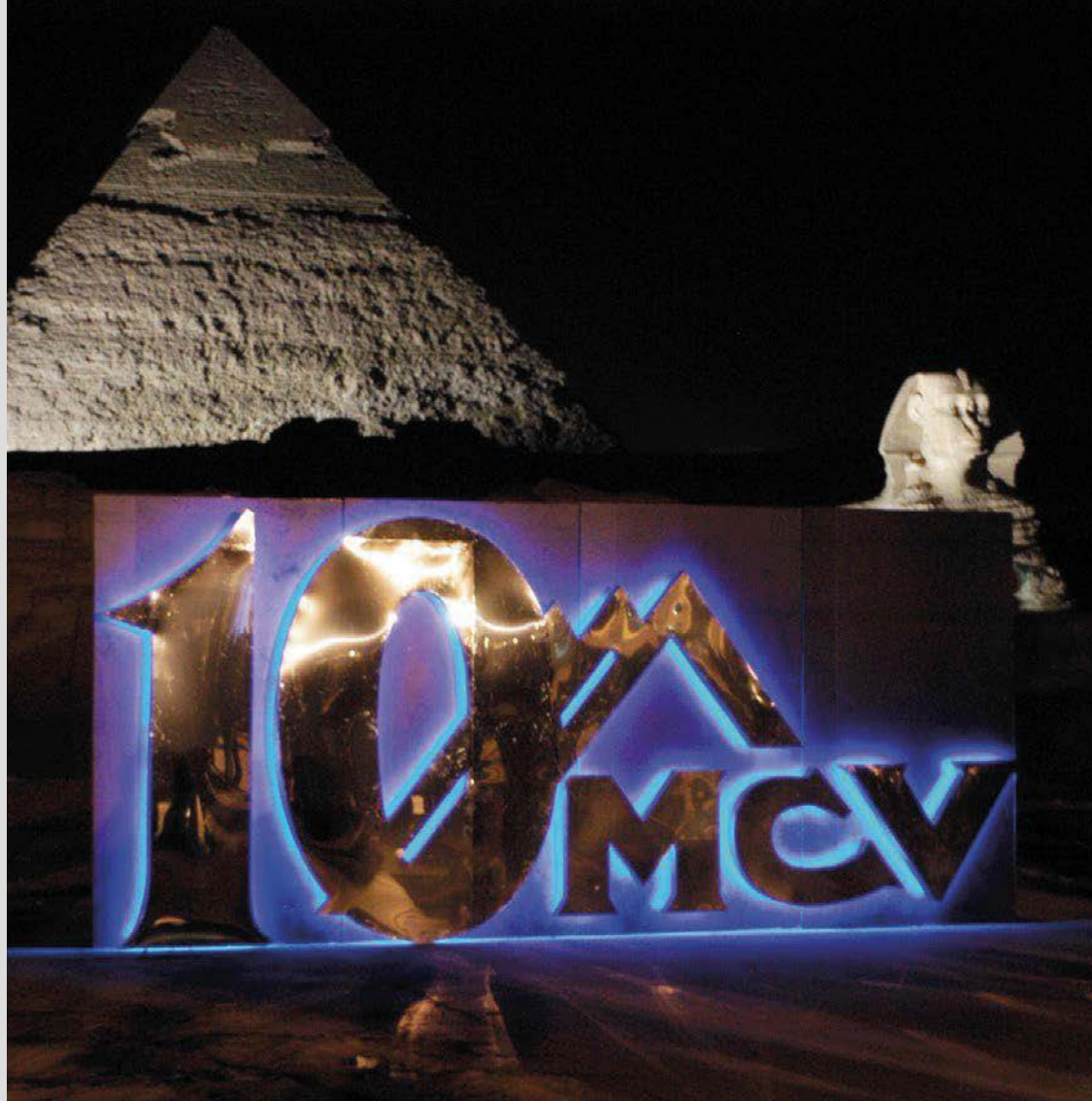




MCV

MCV 10 YEARS CELEBRATION (2005)

Editor contributed to this celebratory milestone by providing full preparation for the MCV events including factory press conference, concert by the pyramids and business lunch for 300 pax in Luxor.







ORASCOM TELECOM EGYPT (2008)

we have managed the whole initiative of branding ,venue decoration,media invitations and coverage.







DANONE (ZEINEL-DIN ZIDAN VISIT) (2007)

We have managed the whole initiative of branding ,venue decoration ,Media invitations and coverage in addition to managing an add campaign and an event by the pyramids.



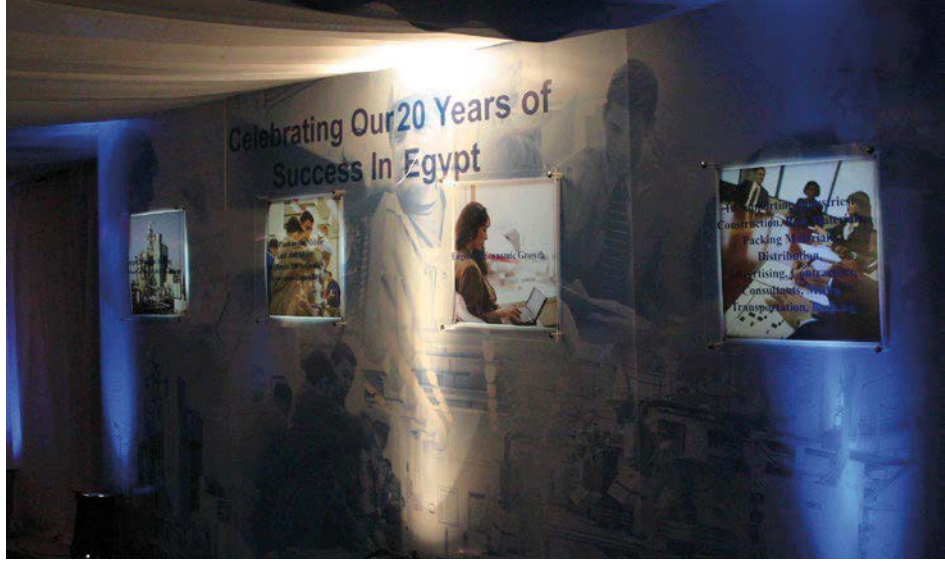




20TH ANNIVERSARY CELEBRATION P&G AT THE PYRAMIDS (2007)

It was performed by the legendary
Omar Khairat in presence of P&G VIP
Board Members.







ABRAJ MISR PARTNERSHIP CONFERENCE (2016)






THE GATE
HELIOPLIS



المؤتمر الخاص بتوقيع عقود الشراكة
مع كبرى الشركات العالمية
لإدارة وتنفيذ مشروع "The Gate"

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AMER GROUP PASSPORTO PRESS - CONFERENCE (2010)





**32ND- 33RD- 34TH CAIRO INTERNATIONAL
FILM FESTIVAL (08-09-10)**

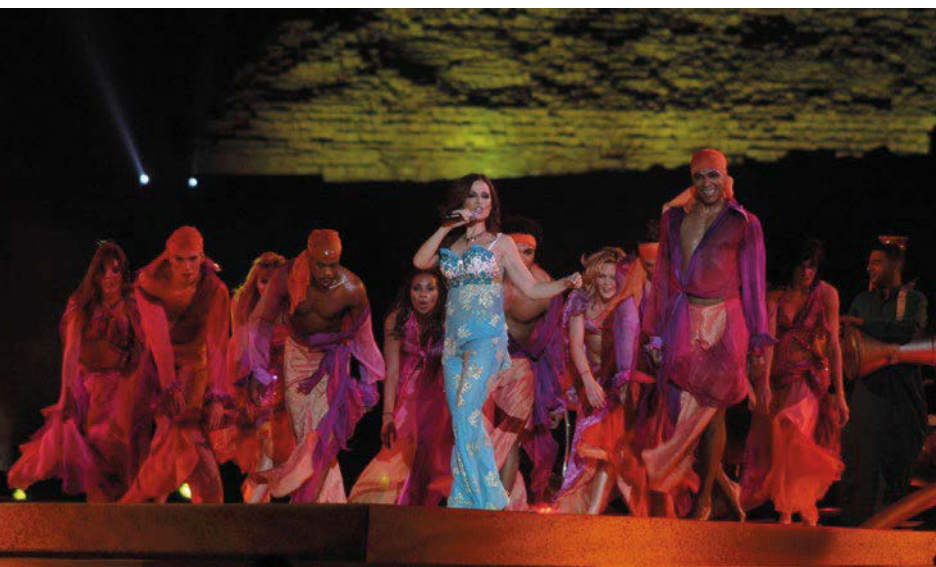




**INTERNATIONAL ENTERTAINMENT CONCERT (2007).
PERFORMED BY CHANTEL CHAMANDY**

We managed the concert's venue branding and setup, we handled media through the event and held a press conference





SERRENIA EVENT (2007)

Performed by the legends Lionel Richie , Omar Khairat and Nancy Agram for the first time in Egypt. We prepared the whole event, media coverage, venue setup and branding







Talk to Us.

So We Can Tell You More

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