



## Narrative Summit 2018

### Recommendations

Narrative PR Summit is designed to promote a positive brand image for Egypt by empowering influential leaders across various industries to offer policy recommendations to tackle challenges facing the country, build a strong nation brand and best compose the image the country presents to the world.

We have come up with a summarized list of the 10 most important recommendations introduced during the summit's third round, which are aimed to be used to develop an action plan for improving Egypt's nation brand:

- Narrative PR Summit should continue as a societal initiative supported by the Egyptian government. The summit will continue to team up with influential leaders and experienced professionals to help craft a good brand image for Egypt.
- The summit, therefore, should turn from an annual event into a community initiative introducing a firm annual plan, international partnerships and an organized database of influential global figures.
- Immediately enter into partnerships with international organizations including the World Bank, the United Nations funds and multinational public relations firms to guide Egyptian leaders in figuring out how to formulate a positive brand image for the country. Their contribution is expected to include ideas, articles and sharing views about the country on social media platforms using Narrative's Arabic or English hashtags.
- Approach key global figures through embassies of western countries in Egypt such as the U.S., the United Kingdom, Russia and others to act as brand ambassadors for the 'Changing Egypt's Narrative' campaign. Invite those people to enjoy a special well-planned visit aimed at helping them explore Egypt from a different perspective to later be the bearers of the country's positive brand image.
- Reach out to specific influential figures who own powerful media platforms such as Elizabeth Linder, the founder of Beautiful Destinations--the largest travel community on social media with over 15 million followers in 180 countries. Linder visited Egypt to attend the summit and we had introduced her to the Egyptian tourism minister. We expect her to play a major role in promoting Egypt's tourism in the coming period. Other figures include international speaker Gordon Tredgold who has expressed enthusiasm to work with us to renovate Egypt's brand image.
- Narrative PR Summit's annual plan comprises of organizing three forums in key industries that can help promote a positive image of the country, including technology, energy and financial inclusion.
- Establish partnerships with media organizations (including, TV, print and broadcast) to serve as platforms to promote Egypt's voice, highlight recommendations by Egyptian and international leaders and address success stories and challenges holding Egypt back.

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- Convene an immediate meeting with the Egyptian education ministry to discuss how to incorporate Egypt's brand image in school curricula through an informative content that appeals to school children and introduce the study of Egyptian art, film, literature and music into the national curriculum.
- Work together with production houses in Egypt to adopt a strategy for enhancing Egypt's brand image in screenplays of drama and films as well as other forms of arts.
- Narrative PR Summit to sponsor a number of local annual events in Egypt to promote the concept globally through partnerships across various sectors including investment, banks, arts and civil society.



8 L Abdel Raouf Road,  
From Tunis Street,  
Off El Gazayer Street,  
New Maadi, Cairo, Egypt



(02) 251-714-94



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[info@narrativesummit.com](mailto:info@narrativesummit.com)

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