



JWC

Company Profile

Joint Words Communication
for Public Relations



JWC is a consultancy company specializing in strategic communications and public relations, powered by a local and international team.

We bring deep expertise from leading major strategic projects across the region and Kingdom. Our work includes delivering high-quality strategic communications advice, fostering positive public-private partnerships, crafting internal and external communication strategies, managing reputations, and analyzing media crises—to build integrated solutions that align with client goals and keep pace with the evolving communications landscape in the region.





We care about shaping society's mental image and behaviors.

We support informed decision-making

To meet stakeholder needs



What sets JWC apart?



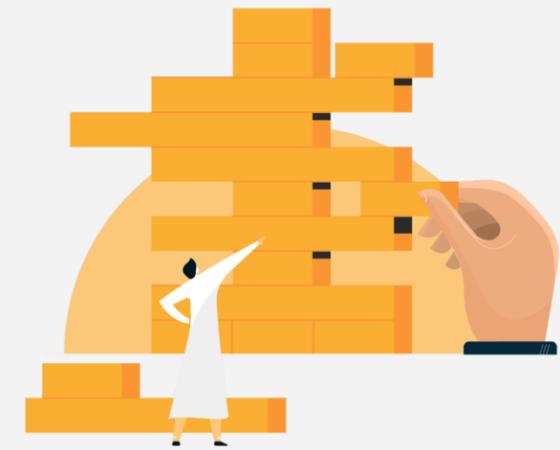
Tangible Results

We focus on achieving results and measuring the impact of strategic communication to ensure effective influence



Accumulated Experience

Our team has extensive experience in the fields of communication consulting, public relations, and marketing



Customized Solutions

We understand that every client is unique, so we design solutions that suit their needs and requirements

Key Services

We believe that effective communication is the cornerstone of any organization's success; therefore, we offer unique consulting in the fields of communication and public relations, which contributes to building a strong reputation and enhancing our clients' brand in competitive markets.



**Strategic
Communication
Positive Collaboration**



**Strategies
Communication
and Marketing**



**Public Relations
Media**



**Reputation
Management
Media Presence**



**Personal
Reputation
Management**



**Strategic Design
PowerPoint**

Strategic Communication and Positive Collaboration

Strategic communication and positive collaboration are essential in fostering effective relationships among various stakeholders. We believe that teamwork is the key to building a deeper understanding and bridging communication gaps between leaders in the private sector and decision-makers in the public sector.

Strategic Communication Frameworks



Winning Trust

We work with the private sector to align their voices under clear communication management that addresses their needs in an effective and concise manner. Activating this framework involves assessing and analyzing the current situation, understanding organizational structures and governance, in addition to providing initiative design services, administrative and executive support, and project management office.



Building the Mental Image

This framework aims to influence stakeholders' perceptions by expressing the client's vision and values in a reliable and genuine way using strategies that ensure consistency across all communication channels. We work with our clients to identify the targeted mental image and apply our methodology to achieve the desired results.



Communication and Participation

This framework aims to facilitate communication and engagement with our customers by meeting the needs of their target groups. We also implement our methodology through various platforms such as: Digital marketing, events and activities, public relations, and initiative activation.

Communication and Marketing Strategies

We work on building communication and marketing strategies including internal and external communication strategies, media presence, public relations, and reputation management for various entities where we have contributed to building more than 100 different communication plans and strategies.



Internal Communication Strategies



Reputation Management Strategies



Strategies for Public Relations



Marketing Strategies



**Specialized Strategies for Campaigns
and Media Visibility**



Media Crisis Strategies



Specialized Strategies for Media Centers

Public Relations and Media

At JWC, we handle public relations and media management for organizations and events, running media centers and delivering all administrative and communication needs to build a positive image and foster effective public engagement.



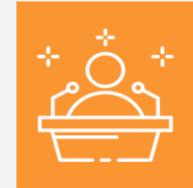
Reputation management



**Managing and operating
media centers**



**Managing corporate
communication**



**Building relationships
with the media**



Crisis Management



Content management



Media Training



Media campaigns

Reputation and media visibility management

We manage the reputation and presence of individuals and organizations through a full range of specialized services. These build a positive, credible image and amplify visibility across traditional and digital media platforms.

Reputation Analysis and Assessment



Developing reputation management strategies



Managing media presence



Monitoring and analyzing media



Reputation management for companies and entities



Personal reputation management



Managing media crises



Digital reputation management

Personal reputation management

Personal reputation management (personal branding) is a key topic in communications and media. It helps craft the ideal public image for individuals, showcasing their values and expertise in the right contexts, while navigating media crises that could harm their reputation and public trust.



Reputation Analysis and Assessment



Personal Reputation Management



Developing Reputation Management Strategies



Media Crisis Management



Managing Traditional and Digital Media Presence



Monitoring and Analyzing Media Channels

Strategic Design (PowerPoint)

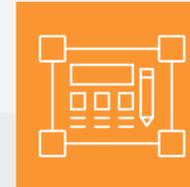
Strategic design matters more than artistic design. It clarifies content efficiently, making it easier to understand and more impactful. We've built a service around this: transforming ordinary content into influential material through strategic design that helps audiences grasp its purpose and absorb the intended message. We use PowerPoint presentations for their flexibility and ease of repurposing across future projects and clients.



**Content Development
Presentations**



**Proofreading
(Arabic / English)**



**Slide Division and
Redistribution
Topic Distribution**



**Creative Powerpoint
Designs**

Key Projects



Building and implementing communication strategies and media plans —



Project:

Communication strategy for child culture awareness.

Scope of work:

- Developing a communication strategy for the Child Culture program, along with its implementation and media plans for the communication and launch stages.
- Preparing the public relations and media plan for the campaigns.



Project:

Building a public communication strategy for the General Authority for Small and Medium Enterprises.

Scope of work:

- Developing a communication strategy for the Authority.
- Studying the Authority's communication initiatives.
- Preparing the public relations and media plan.
- Preparing a media crisis plan.

Building and implementing communication strategies and media plans —

مركز التحكيم العقاري
REAL ESTATE ARBITRATION CENTER



Project:

Communication and launch strategy for the Real Estate Arbitration Center.

Scope of work:

- The executive strategy for launching the Saudi Center for Real Estate Arbitration.
- Preparing the public relations and media plan.

الهيئة السعودية للملكية الفكرية
Saudi Authority for Intellectual Property



Project:

Reputation and Mental Image Measurement Report and Communication Strategy Building for the Saudi Intellectual Property Authority

Scope of Work:

- Media Analysis Document for Mental Image and Reputation
- Workshops to define the scope of media survey and analysis of marketing products and the key determinants for that, keywords, end of work and research, and regional and international scope for benchmark comparisons
- Analysis Document of the Authority's Services and Marketing Products

Corporate Communication Management and Media Appearance for Dar Al Riyadh Company

دار الرياض
DAR AL RIYADH

Comprehensive Smart City and Infrastructure Technology Consulting Services

- Building Information Modeling BIM
- Common Data Environments CDE
- Digital Twins
- Geographic Information Systems GIS
- Smart City Strategies and Planning
- SMART Assessment
- Smart City Data Platforms
- Interactive Knowledge Platforms

in Dar_AlRiyadh daralriyadh.com

Building comprehensive communication strategies, internal communication, media crises, corporate communication management, public relations, social networks, company reputation, managing media appearances for leaders and their media training, producing introductory and documentary videos, managing artistic and creative designs, and providing communicative and media consulting support.

دار الرياض
DAR AL RIYADH

Total Visibility

+10M

Media Materials

650+

دار الرياض
DAR AL RIYADH

بناء اليوم.. برؤية الغد

- تقنيات حديثة
- إدارة متكاملة
- جودة في كل مرحلة

in Dar_AlRiyadh daralriyadh.com

دار الرياض
DAR AL RIYADH

Aspects of Large Complex Projects

- Strategic Management**
Driving success through long-term planning
- Outstanding Results**
Delivering strategic outcomes that meet client needs
- Effective Partnerships**
Collaborating with stakeholders for sustainable results
- Agile Solutions**
Adapting flexibly to emerging challenges
- Efficient Communication**
Ensuring knowledge exchange for optimal project delivery
- Excellence in Execution**
Implementing innovative methodologies for streamlined success

in Dar_AlRiyadh daralriyadh.com

Management and Execution of Public Relations and Communication for Riyadh Book Fair 2025



Building and implementing a public relations strategy and media crisis plan, managing the media center, publishing, and local, regional, and international coverage, and enhancing the appearance of the official speakers for the fair.

Total Posts
1500+
Publishing in Local and International Media

Photographic Coverage
1500+
Video and Television Coverages

Media Materials
200+
Published Material

Journalists and Media Professionals
300+
Journalist and Media Professional Participated in the Fair

Media Outlets
140+
Media Entity that Published about the Fair



Public Relations Management, Opening Ceremony, and Media Presence




صحيفة سبق الإلكترونية
@sabqorg

Follow

وزير الصحة يفتتح مجمع "عيادتي" الطبي في مدينة الرياض.

@MyClinicKSA

sabq.org/saudia/pj9a0mf...

Translate post



3:28 PM • 20/12/2024 • 24K Views



Building and implementing a public relations strategy and media crisis plan, managing publishing and media coverage for the opening of My Clinic branch in Riyadh in the presence of the Minister of Health, businessmen, and investors in the medical sector, and managing communication and media reports.

360 سعودية القائمة

افتتاح أول فروع مجمع "عيادتي" الطبي في الرياض: خطوة نحو تحسين جودة الرعاية الصحية في المملكة



برحس حمود البرحس @Barjasbh

أمس الخميس وزير الصحة افتتح مجمع "عيادتي" @MyClinicKSA في الرياض

"عيادتي" إضافة مميزة لخدمات الرعاية الصحية في الرياض، أكثر من 27 تخصصاً طبياً، خدمات متكاملة وعالية الجودة، ويمتاز المجمع بأن أكثر من 70% من الحظ الطبية سعوديون

إعلان للافتتاح - بحضور عدد من رجال الأعمال والمستثمرين- يضيف إلى مستهدفات توسيع وشراكات القطاع الخاص في القطاع الصحي 🇸🇵



٢٠:٥٤ هـ • ٢٠ ديسمبر ٢٠٢٤ • مرات مشاهدة ٩٥,٤ ألف



Total Reach

200+

Documentation and Photos

+50

Local Press

+150

Management and Execution of Public Relations and Communication for Madinah Book Fair 2025



Building and implementing a public relations strategy and media crisis plan, managing the media center, and overseeing local and regional publications and coverage, as well as promoting the appearance of the exhibition's official speakers.

Total Posts
1000+
Publishing in Local and International Media

Photographic Coverage
120+
Video and Television Coverages

Media Materials
100+
Published Material

Journalists and Media Professionals
90+
Journalist and Media Professional Participated in the Fair

Media Outlets
160+
Media Entity that Published about the Fair



Managing and implementing public relations and communication for the Jeddah Book Fair

معرض جدة للكتاب يستهل برامجه برواية الانتهازي

جدة: ماهر طلعت



في انطلاقته البرنامج الثقافي لمعرض جدة للكتاب 2024، الذي تنظمه هيئة الأدب والنشر والترجمة، أضاء الروائي البارز أسامة المسلم جوانب مثيرة من روايته «الانتهازي»، مستعرضاً أحداثها التي تبدأ بلفظ محير حول قارب عُثر عليه بحرية، في ظل اتهامه بقتل أصدقائه، قبل أن تتكشف حقائق مذهلة عبر التحقيقات. وبعد أربعة عقود، تعود

الجرائم لتطارق الأبطال بظهور مخلوق غامض قادر على محاكاة البشر في أشكالهم وتصرفاتهم. أشار المسلم إلى أن روايته تنتمي إلى عالم الفانتازيا، وتزخر بشخصيات متعددة وقصص متشابهة، وهو ما يعتبره عامل جذب للجيل الجديد، الذي يعتاد الإيقاع السريع للإعلام الرقمي. وأضاف: «من قرأ رواياتي السابقة سيجد تسلسلاً يجعل الرواية أكثر متعة، لكن القارئ الجديد قد يحتاج إلى قراءتها أكثر من مرة لاكتشاف تفاصيلها». في حديثه عن نجاح الروايات، أكد المسلم أن الاختلاف وتنوع الشخصيات من أهم العناصر، مضيفاً: «التكرار في الشخصيات يكشف عن هوية الكاتب سريعاً، وهو ما أحرص على تجنبه». كما كشف عن توجيه الأخير نحو الروايات القصيرة «التوفاء»، موضحاً أنه أصدر خمس روايات من هذا النوع دفعة واحدة رغم تحفظات دار النشر، لكن النجاح الذي حققته دفع الدار لتشجيعه على إصدار المزيد سنوياً. وفي تعليق على مكانة الرواية اليوم، قال المسلم: «لكل زمان اهتمامه، واليوم الرواية تنصدر المشهد الثقافي كما كان الشعر في الماضي، مع إقبال متزايد على الرواية العربية بعدما كانت الرواية الأجنبية تحتل الصدارة». المسلم اختتم حديثه بشكر هيئة الأدب والنشر والترجمة على دعمها لمعارض الكتاب، والفعاليات الثقافية التي تثرى المشهد الأدبي وتعزز مكانة الرواية في العالم العربي.



معرض جدة للكتاب Jeddah Book fair



Building and implementing a public relations strategy and media crisis plan, managing the media center, publishing, and local, regional, and international coverage, and enhancing the appearance of the official speakers for the fair.



Total Posts

2500+

Publishing in Local and International Media

Photographic Coverage

150+

Video and Television Coverages

Media Materials

120+

Published Material

Journalists and Media Professionals

150+

Journalist and Media Professional Participated in the Fair

Media Outlets

200+

Media Entity that Published about the Fair



Managing and executing public relations and communication for Jazan Book Fair 2025



Building and implementing a public relations strategy and media crisis plan, managing the media center, local publishing and coverage, and promoting the official speakers of the fair.

Total Posts
1000+
Publishing in Local and International Media

Photographic Coverage
110+
Video and Television Coverages

Media Materials
50+
Published Material

Journalists and Media Professionals
70+
Journalist and Media Professional Participated in the Fair

Media Outlets
100+
Media Entity that Published about the Fair



Managing media centers, press conferences, and local and international appearances



**Managing media centers
and local and international
coordination**

Managing and coordinating relationships with local and international media and responding to inquiries

Managing publishing and media and journalistic appearances

Invitation of local and international media



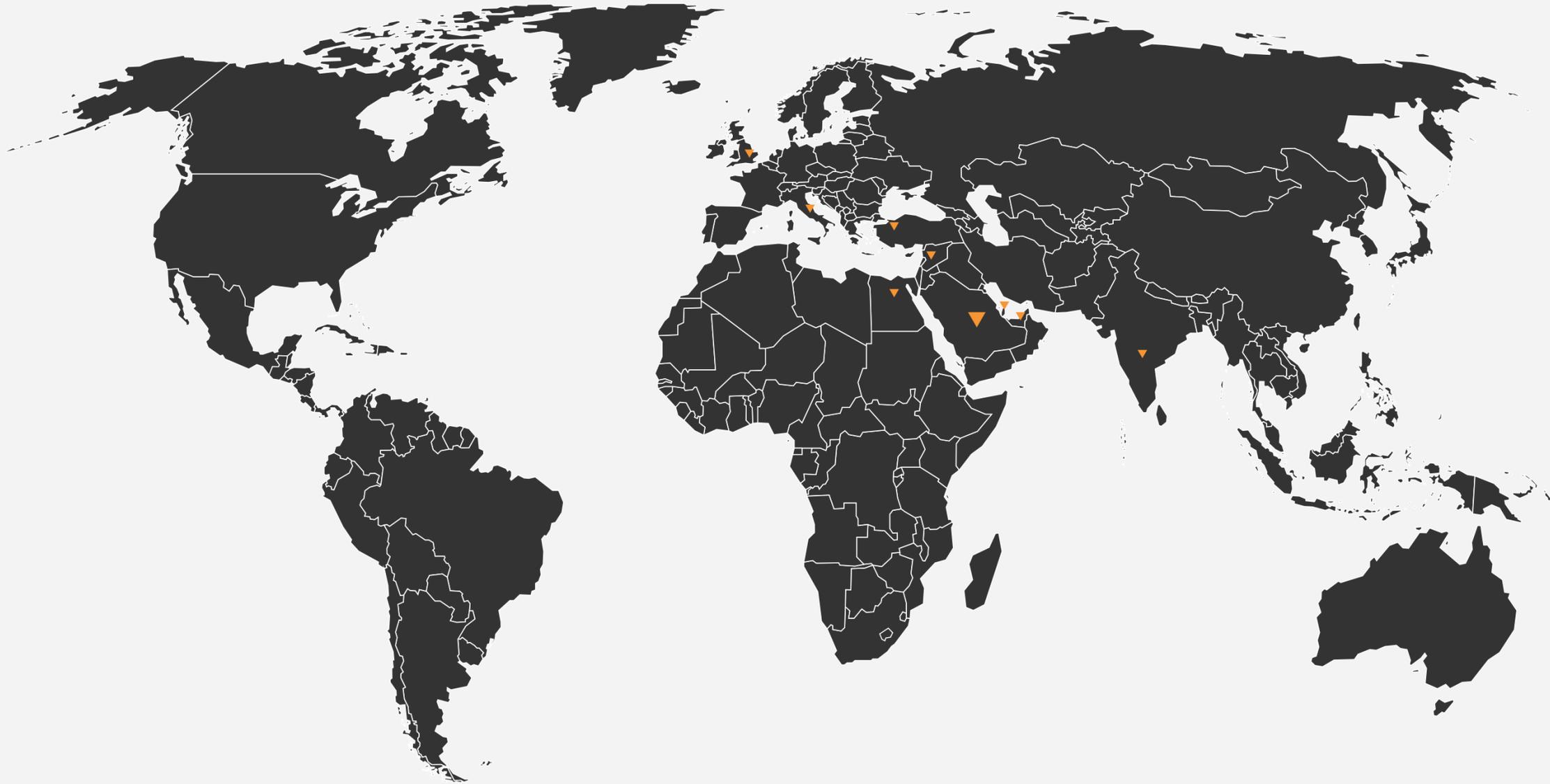
Building and implementing a public relations strategy and media crisis plan, managing the media center, local publishing and coverage, and promoting the official speakers of the fair.

Building a comprehensive media file for the visibility of CEOs and official speakers

Building a media presence strategy for leaders



International presence



We are present in many regions and countries around the world to provide communication consulting services and implement public relations and communication campaigns



Syria



Turkey



UAE



Italy



UK



Bahrain



Egypt



India



Saudi Arabia

The most important clients for our team



WWW.JWC.SA

info@jwc.sa

Saudia - Al Riyadh

+966 506 123 777

Thank You

JWC



Ownership and confidentiality of information

All data, ideas, and details mentioned in this offer are considered confidential information. The content of this offer and the technical theses mentioned in it remain the property of JWC company. No one has the right to deal with it by quoting or summarizing, or copying part of it for any other purpose, or disclosing it without written approval from JWC company. All the information contained in the offer is considered confidential and private from the information contained in this offer or its use or copying, whether it is for the entire offer or part of it for any other purpose.