



LIGHT UP
YOUR BUSINESS
JUST WITH

A CLICK

SUCCESS IS A DECISION





alKHubara

THE EXPERTS FOR MARKETING, PUBLIC RELATIONS, AND MEDIA

— WE ARE TRUSTWORTHY —

[Company profile >>](#)

● THE EXPERTS COMPANY FOR MARKETING, PUBLIC RELATIONS, AND MEDIA, PROVIDES VARIOUS PUBLIC RELATIONS AND MEDIA SERVICES, AS WELL AS MEDIA PREPARATION AND ADVERTISING CAMPAIGNS TO SUPPORT CLIENTS IN ACHIEVING THEIR GOALS IN BOTH THE GOVERNMENT AND PRIVATE SECTORS.

01
About Us

04
Our Services

03
Our Team

02
Our Mission
Our Vision
Our Message

05
Media Relations
and Advertising

THE BEST CHOICE FOR YOUR SUCCESSFUL BUSINESS

About Us:

- THE EXPERTS COMPANY IS A SAUDI COMPANY THAT LEVERAGES THE EXPERTISE OF ITS TEAM, CONSISTING OF A SELECT GROUP OF MEDIA PROFESSIONALS, CREATIVE CONTENT CREATORS, MEDIA MANAGERS, PUBLIC RELATIONS AND COMMUNICATION SPECIALISTS, AND MARKETERS. THEIR APPROACH IS GROUNDED IN SCIENTIFIC UNDERSTANDING AND PRACTICAL EXPERIENCES IN THEIR FIELD, SUPPORTED BY A CREATIVE MIND-SET THAT HAS ACHIEVED MULTIPLE SUCCESSES AND ACCOMPLISHMENTS.
- WE CONSTANTLY STRIVE TO GENERATE NEW IDEAS AND DEVELOP INNOVATIVE STRATEGIES IN PUBLIC RELATIONS AND MEDIA TO PROVIDE ADDED VALUE TO OUR CLIENTS AND ENHANCE THEIR BUSINESSES.
- THE EXPERTS COMPANY IS KNOWN FOR ITS ADVANCED THINKING AND STRONG COMMITMENT TO CLIENT SERVICES. WE WORK TOWARDS EXCEEDING EXPECTATIONS AND HAVE ESTABLISHED OURSELVES AS A PROMINENT AND LEADING COMPANY IN SERVING MAJOR CLIENTS IN THE KINGDOM OF SAUDI ARABIA IN THIS FIELD.
- WE DIFFERENTIATE OURSELVES FROM OUR COMPETITORS THROUGH OUR EXCELLENCE IN KEY AREAS SUCH AS STRATEGY, SERVICE, AND RESULTS. WE FOCUS ON GOALS THAT MEET OUR CLIENTS' EXPECTATIONS, PROVIDING STRATEGIC AND TACTICAL ADVICE THAT INCREASES BRAND AWARENESS AND LOYALTY TO OUR CLIENTS' ACTIVITIES.



WE ARE ON A ROAD FROM DATA TO KNOWLEDGE

Our Mission:

- Our priority is the success of our clients, who are our partners, by improving the perception of their products and delivering their message professionally to the target audience.
- Executing agreed-upon tasks by setting realistic success indicators to evaluate results and performance quality.
- Assessing results and providing clients with reports, insights, and suggestions.



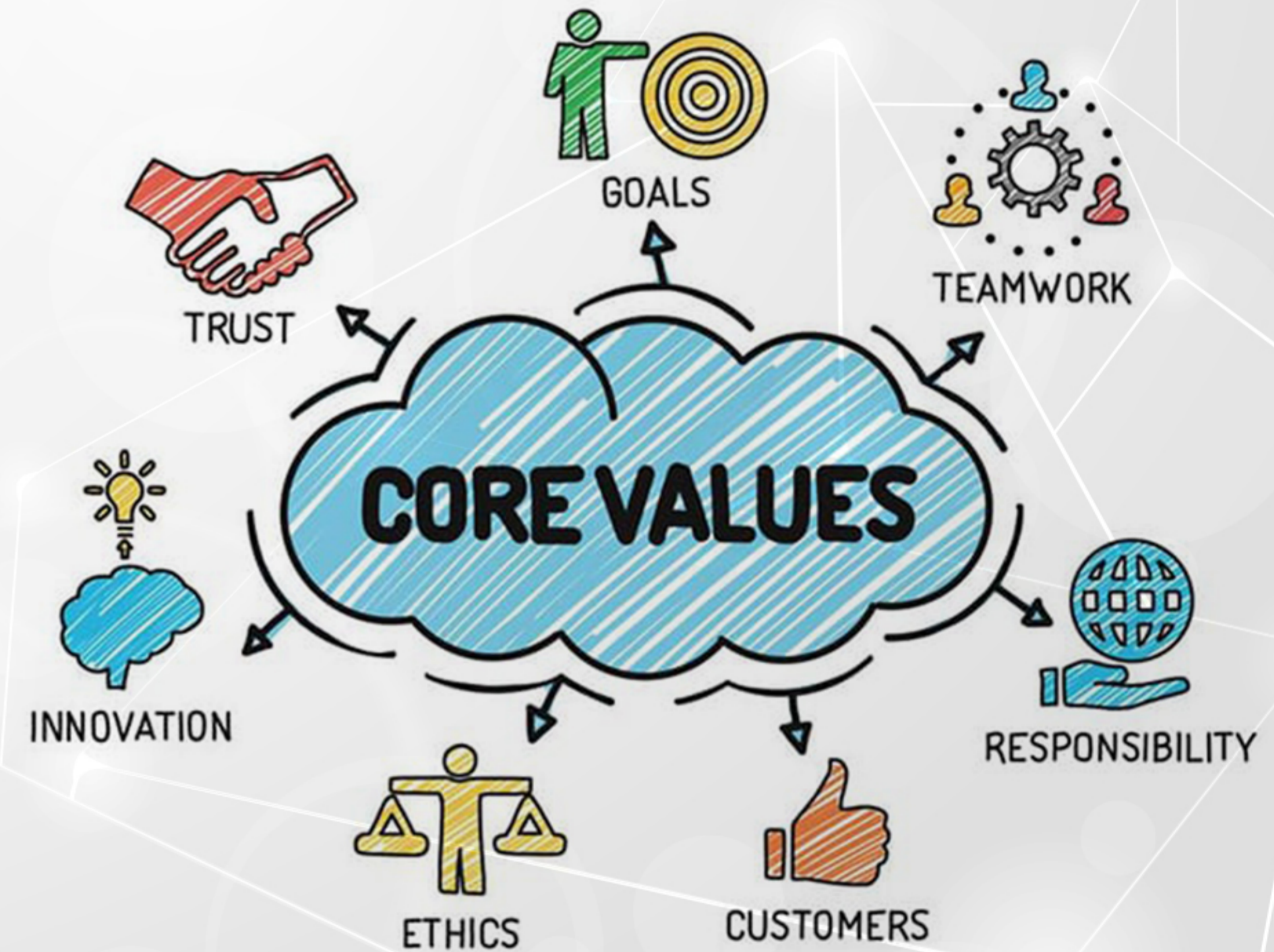
Our Vision:

The Experts Company strives to become one of the leading specialized companies in the field of public relations and media, with a deep understanding of its concept, by adopting professional and advanced practices that fulfil the goals and satisfaction of our clients.



Our Message:

To be professional partners and supporters of our clients, and an integral part of their mission, through our exceptional team, helping achieve their public relations strategies and corporate communication policies.



Our Team:

- Our team consists of outstanding professionals with specialized experience in journalism, advertising, public relations, academic consultants, and prominent media figures from the media outlets followed by the target audience. We also have a group of specialists in measuring and analysing the impact of media and marketing campaigns.

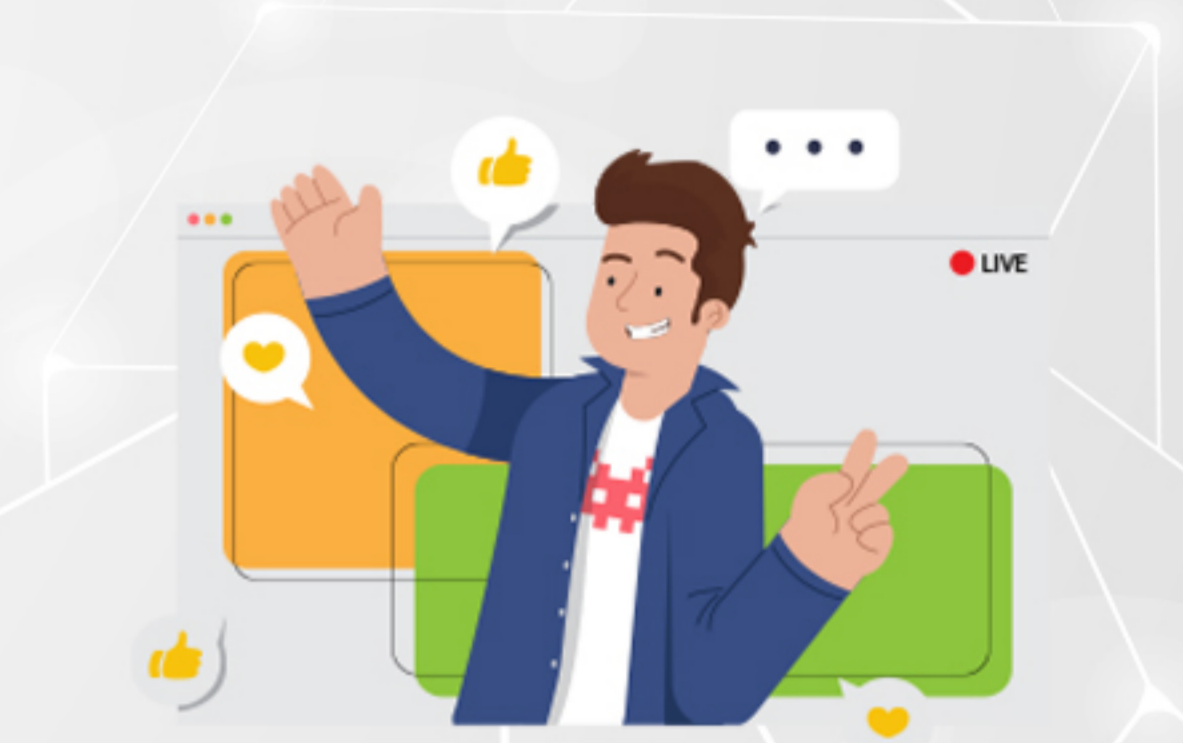


Our Services:

- Our company aims to provide excellent services to achieve customer satisfaction for companies and institutions. We strive to be a relied-upon partner in realizing their aspirations and goals.



Public Relations and Corporate Communication:



Public Relations:

- The Experts Marketing and Public Relations Company utilizes its extensive experience in preparing and executing powerful public relations campaigns and developing effective communication strategies with clients from both the public and private sectors, aiming to achieve their goals.

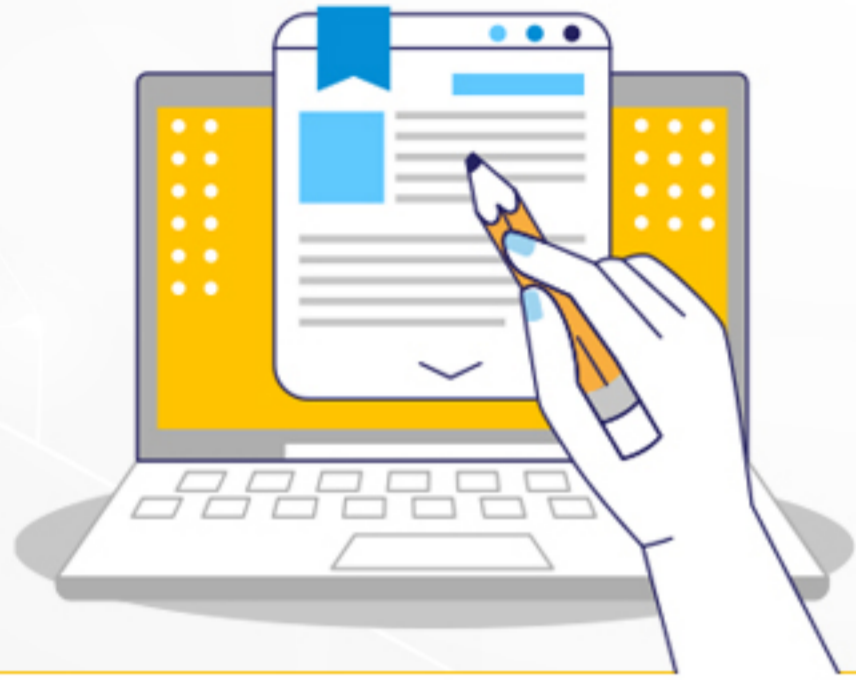
Plan Building:

- We work on building communication strategies that assess the current situation of companies and organizations, developing general and tactical strategies that target different audience segments, by utilizing various media platforms to expand our reach and attract a larger audience.

Influencer Relations:

- There are numerous services that rely on influencer impact on audiences of different ages as a means of dissemination within a framework related to public relations, media, and communication. These services encompass areas such as health, finance, education, housing, commerce, investment, and more.

Media and Advertising Relations:



Media Content Development:

Our team consists of experienced media professionals with high skills in preparing and crafting press releases, reports, and various types of content, including visual, auditory, and written formats, along with translation services in multiple languages.



Organization of Media and Advertising Campaigns:

Clients require the organization and planning of media campaigns to convey their messages about their products and services, as well as to build loyalty and trust between them and the audience, in order to obtain their targeted market share in the face of competitors.



High-Level Media Coverage

The Experts Company team works on planning and executing media coverage for events, activities, and conferences across various written, visual, and auditory media platforms, through our exceptional relationships with print and online newspapers, television stations, agencies, and more, ensuring the delivery of messages to the targeted audience segment.

Organizing events and conferences:

We are an Advanced company in the field of organizing and managing events, and providing all services from implementing, organizing, and managing events, exhibitions, and conferences, From idea to construction and implementation.



Press Conference Organization and Media Centre Management:



Reports and Media Content:

Our team consists of elite media professionals with extensive experience and high skills in preparing and crafting press releases and reports in various formats, including visual, auditory, and written, as well as translation services.



Media Monitoring Indicators:



Client Relevance Awareness:

- The Experts provide clients with timely news updates and monitor media content, encompassing both traditional and digital media platforms, to enable clients to stay informed about prevailing trends and gather accurate and reliable information about markets and competing companies.



Published Material Monitoring:

- We monitor and track media outlets across all platforms and prepare media reports.



Research and Studies:

- The Experts conduct research and studies on media publishing due to its importance as a performance indicator for client activities, which include news, reports, images, and caricatures published in printed and online media about client activities, documenting and archiving them with a scientific methodology, and notifying relevant parties with necessary messages via all means that are useful in decision-making, analysing media content, and compiling statistics and data about the entity's position in the media to address any shortcomings and support strengths.



Analysis and Tabulation:

- We monitor and analyse the performance of media campaigns using integrated analytical tools in public relations insights to gain deeper insights and understanding of your brand reputation and enhance its return on investment for clients.

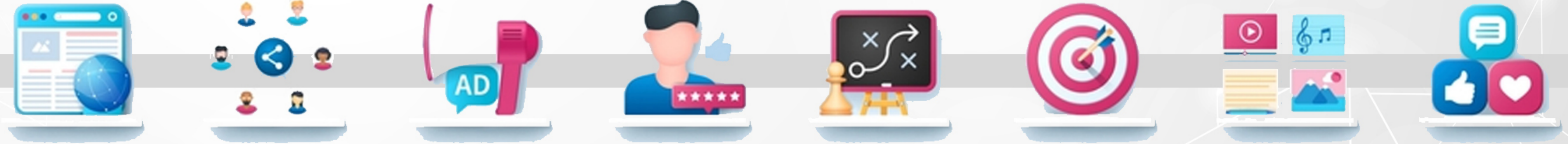
Digital Marketing Channels:

Twitter – Facebook – Instagram – LinkedIn – YouTube – Snapchat

The Experts aim to enhance the image of institutions and companies through a mix of exciting and engaging marketing channels. However, this requires special attention and real-time monitoring of your page, as well as the ability to have direct conversations with customers of your brand and share content about your activities on their networks.



Effective and Influential Publishing:



Our efforts focus on formulating innovative and influential ways to manage and disseminate messages through social media networks, digital platforms, and search engines to enhance direct and effective communication with the target audience, including partners, clients, and consumers.

Paid Advertisements:

To reach a larger audience, advertising through social media platforms is important. It helps clients identify their target audience and the geographical area in which they want to advertise. This is one of the most successful ways to quickly reach customers. Therefore, paid social media advertisements are an important option among the social media marketing services we offer through influential social media platforms and influencers.



Increasing Brand Preferences:

We update and develop the brand, as our team provides the necessary expertise to design brands that represent a modern and attractive identity, to achieve the highest levels of quality and elevate your business. We can also assist our clients with any requirements such as designing printed materials, brochures, billboard advertisements, etc., or help you design special pavilions at exhibitions and major events.



Video and Infographic Production:



Video and Social Media Clips Production

- Videos are one of the most important modern means to reach the target audience. Our team of experts works on producing commercial and entertainment videos that introduce companies, institutions, and their projects. We aim to provide you with an enjoyable experience and excellent service that meets your satisfaction.



Infographics

- The Experts is a company specialized in content analysis and segmentation, in order to make the content easier to understand, more engaging, persuasive, and shareable across different media. Therefore, designing infographics allows us to creatively express your activities and services.

Corporate Social Responsibility and Branding:

Corporate Social Responsibility (CSR) is a model for companies to be socially responsible towards themselves, stakeholders, and the public. By practicing corporate social responsibility, also known as corporate citizenship, companies can impact the economic, social, and environmental aspects of the community by maximizing value, and minimizing risks to the business of companies and institutions.

Importance of Corporate Social Responsibility Activities

At The Experts, we assist you in implementing CSR plans to:

- Shape your brand identity differently.
- Build a positive reputation in the social sphere and enhance your presence in society.
- Develop employee relationships, and boost morale and enthusiasm, which impacts loyalty and productivity.
- Build a reputation as a responsible company, which can lead to a competitive advantage.



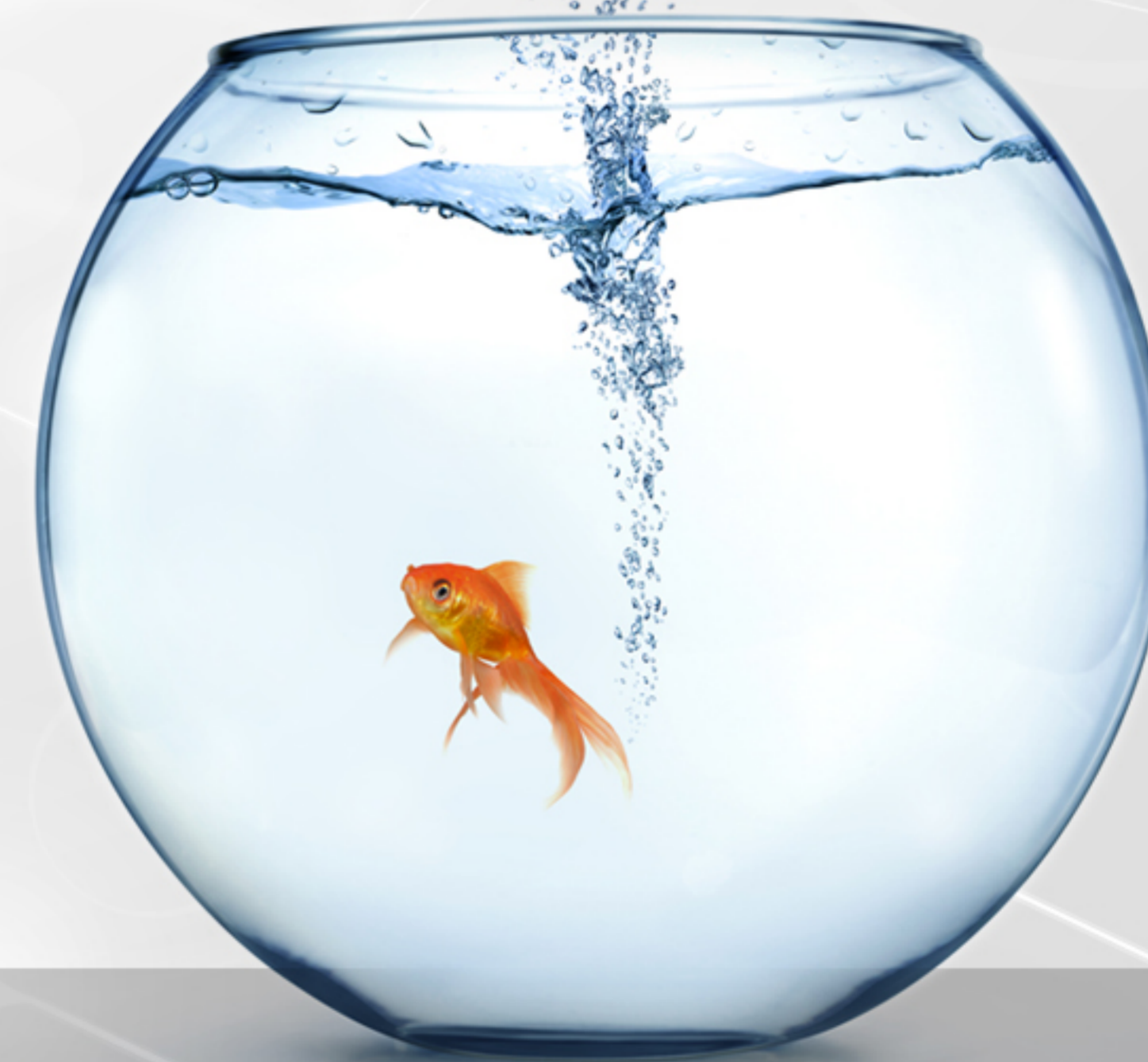
Media Studies and Research:

The Experts conduct studies in the fields of public relations, communication, media, and marketing. This includes surveys, opinion polls, and research to develop key media messages in an effective manner that serves clients' aspirations professionally and reliably.





We turn your vision into
tangible reality
Our solution is your lead
to success.





Why The Experts?

 **alKH**ubara
— we are trustworthy



Khaled Abdul Rahim Al-Mu'aina

Co-founder and Chairman of the Board of Directors

- PUBLIC RELATIONS AND MEDIA ADVISOR
 - OVER 40 YEARS OF EXPERIENCE IN MEDIA AND PUBLIC RELATIONS.
- ROLES AND ACHIEVEMENTS:**
- EDITOR-IN-CHIEF OF ARAB NEWS, AND LEADING ITS TEAM DURING THE GULF CRISIS IN 1990.
 - EDITOR-IN-CHIEF OF SAUDI GAZETTE AND ITS RESTRUCTURING.
 - FOUNDER AND PRESIDENT OF THE SAUDI PUBLIC RELATIONS COMPANY.
 - ONE OF THE FIRST ENGLISH-LANGUAGE RADIO AND TELEVISION BROADCASTERS.
 - REPRESENTED THE KINGDOM IN NUMEROUS ARAB AND INTERNATIONAL CONFERENCES.
 - RECEIVED AN HONORARY DOCTORATE FROM MINDANAO UNIVERSITY IN THE PHILIPPINES.
 - AWARDED THE HIGHEST CIVILIAN MEDAL IN PAKISTAN (STAR OF EXCELLENCE).
 - LECTURER AT INTERNATIONAL COLLEGES AND UNIVERSITIES, AND A VISITING
 - PROFESSOR AT THE UNIVERSITY OF CENTRAL FLORIDA (UCF).
 - HE HAS STRONG RELATIONS WITH WESTERN, INDIAN, AND EAST ASIAN MEDIA.
 - CHAIRMAN OF THE BOARD OF AL-BILAD NEWSPAPER.
 - BOARD MEMBER OF THE ARAB JOURNALISM AWARD.
 - MEMBER OF THE INTERNATIONAL CHAMBER OF COMMERCE.
 - BOARD MEMBER OF AL-ABIR MEDICAL COMPANY.



Khaled Hussein Sa'im Al-Dahr

Co-founder and CEO of Media, Marketing, and Public Relations

- MASTER'S DEGREE IN PUBLIC RELATIONS
- OVER 27 YEARS OF EXPERIENCE
- CERTIFIED TRAINER AT THE GENERAL ORGANIZATION FOR TECHNICAL AND VOCATIONAL TRAINING
- MEDIA ADVISOR IN VARIOUS ACADEMIC AND PRIVATE INSTITUTIONS
- JOURNALIST AND ARTICLE WRITER IN SEVERAL MEDIA OUTLETS
- PARTICIPATED IN THE ESTABLISHMENT OF THREE SAUDI NEWSPAPERS (AL-SHARQ, MAKKAH, AIN AL-YAWM)
- HELD LEADERSHIP POSITIONS IN SEVERAL NEWSPAPERS
- EDITOR-IN-CHIEF AT OKAZ
- ASSISTANT EDITOR-IN-CHIEF AT AL-SHARQ
- EDITOR-IN-CHIEF AT MAKKAH
- EDITOR-IN-CHIEF AT AIN AL-YAWM
- ASSISTANT EDITOR-IN-CHIEF AT OKAZ AND SUPERVISOR OF ELECTRONIC PUBLISHING AND DIGITAL PLATFORMS
- PARTICIPATED IN AND SUPERVISED THE LAUNCH OF THE NEW DIGITAL IDENTITY OF OKAZ
- HOLDS A WIDE RANGE OF TRAINING CERTIFICATES
- MEMBER OF THE SAUDI JOURNALISTS ASSOCIATION
- MEMBER OF THE SPORTS UNION



Jamal Mohammed Khaled

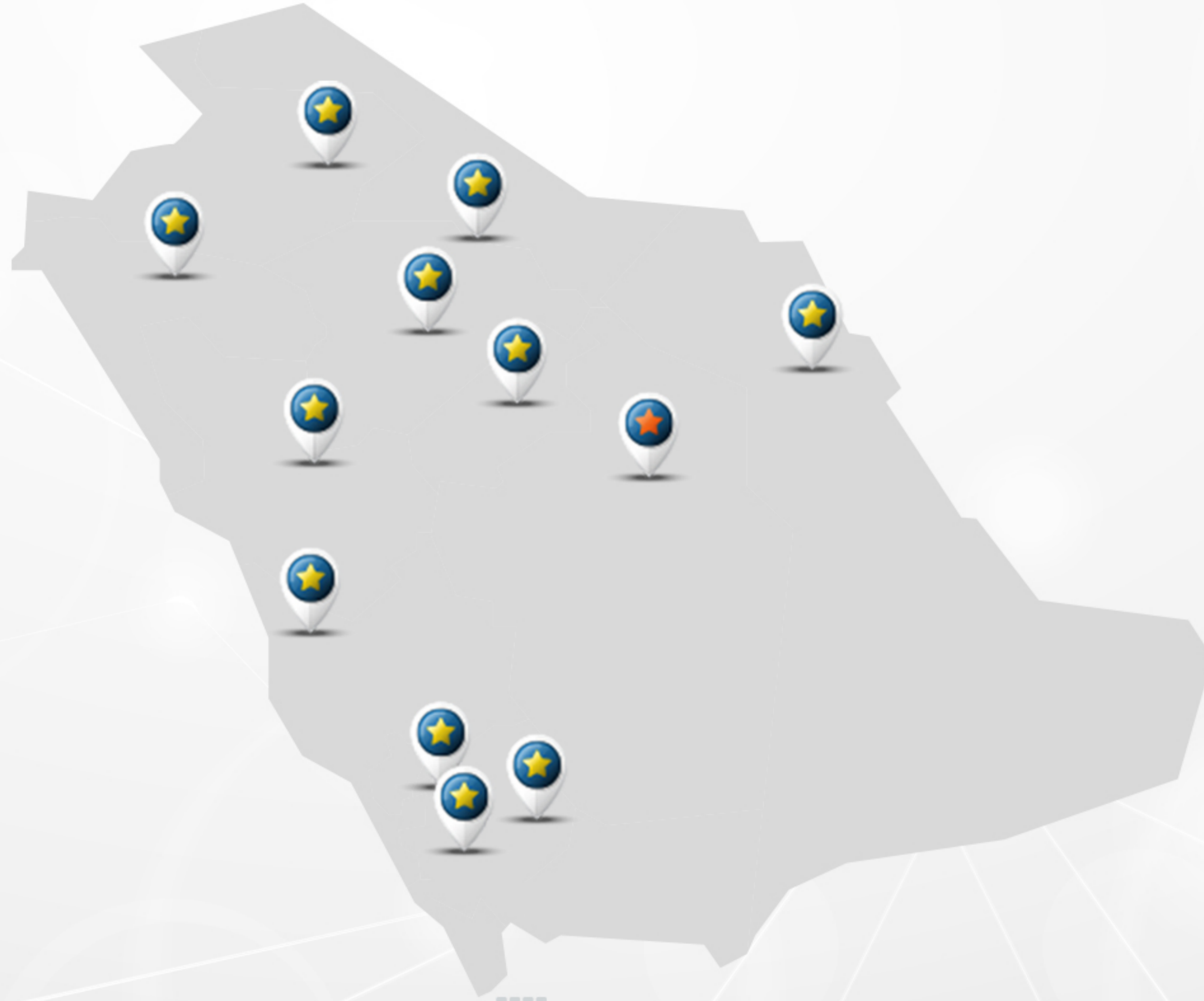
Founder and CEO of Administrative and Financial Affairs

- BACHELOR'S DEGREE IN COMMERCE
- STUDYING A MASTER'S DEGREE IN: JUST IN TIME PHILOSOPHY AND ITS IMPACT ON PUBLISHING AND DISTRIBUTION

OVER 38 YEARS OF EXPERIENCE IN MEDIA AND ADMINISTRATIVE ACTIVITIES, INCLUDING:

- CONSULTANT AT ASPAR CENTER FOR STUDIES, RESEARCH, AND MEDIA
- CONSULTANT AT DAR AL-YAQZA MEDIA GROUP
- FOUNDER AND GENERAL MANAGER OF AL-WASAT NEWSPAPER (KUWAIT)
- FOUNDER AND CEO OF THE KUWAITI GROUP FOR PUBLISHING AND DISTRIBUTION (SAUDI-KUWAITI INVESTMENT)
- EXECUTIVE DIRECTOR OF THE SAUDI DISTRIBUTION COMPANY BRANCH AND THE OFFICE OF AL-SHARQ AL-AWSAT NEWSPAPER IN KUWAIT
- PREPARATION OF ESTABLISHMENT STUDIES FOR PUBLISHING AND DISTRIBUTION COMPANIES IN BAHRAIN AND LEBANON IN PARTNERSHIP WITH THE SAUDI GROUP
- OPERATIONS MANAGER AT MAKKAH AL-MUKARRAMAH NEWSPAPER
- DISTRIBUTION AND SUBSCRIPTIONS MANAGER AT AL-MADINAH AL-MUNAWWARAH NEWSPAPER
- KEY ACCOUNTS MANAGER AT THE SAUDI DISTRIBUTION COMPANY
- MEMBER OF THE ARAB DISTRIBUTORS UNION
- MEMBER OF THE INTERNATIONAL PUBLISHERS AND DISTRIBUTORS UNION
- BOARD MEMBER OF THE KUWAITI GROUP FOR PUBLISHING AND DISTRIBUTION COMPANY
- BOARD MEMBER OF AL-WASAT NEWSPAPER
- ATTENDED NUMEROUS SEMINARS, CONFERENCES, AND RELEVANT COURSES





**alKH**ubara
we are trustworthy

It is a pleasure to contact us



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