





## About Wesal International Agency:

Wesal International Agency an effective Saudi company in event organizing, media consulting, advertising, public relations, Festival and Conference. we worked hard for more than 20 years; Our story is what makes us unique.

We believe how you do and present your work significantly affects how successful it is and then get customer satisfaction, and that's makes our experience encourage companies trust Wesal International agency to do what they need.

General Manger  
**Awdah Al-Zahrani**

## Our vision

Wesal International agency look forward to become in foreground and the most glamorous in Eastern Province.

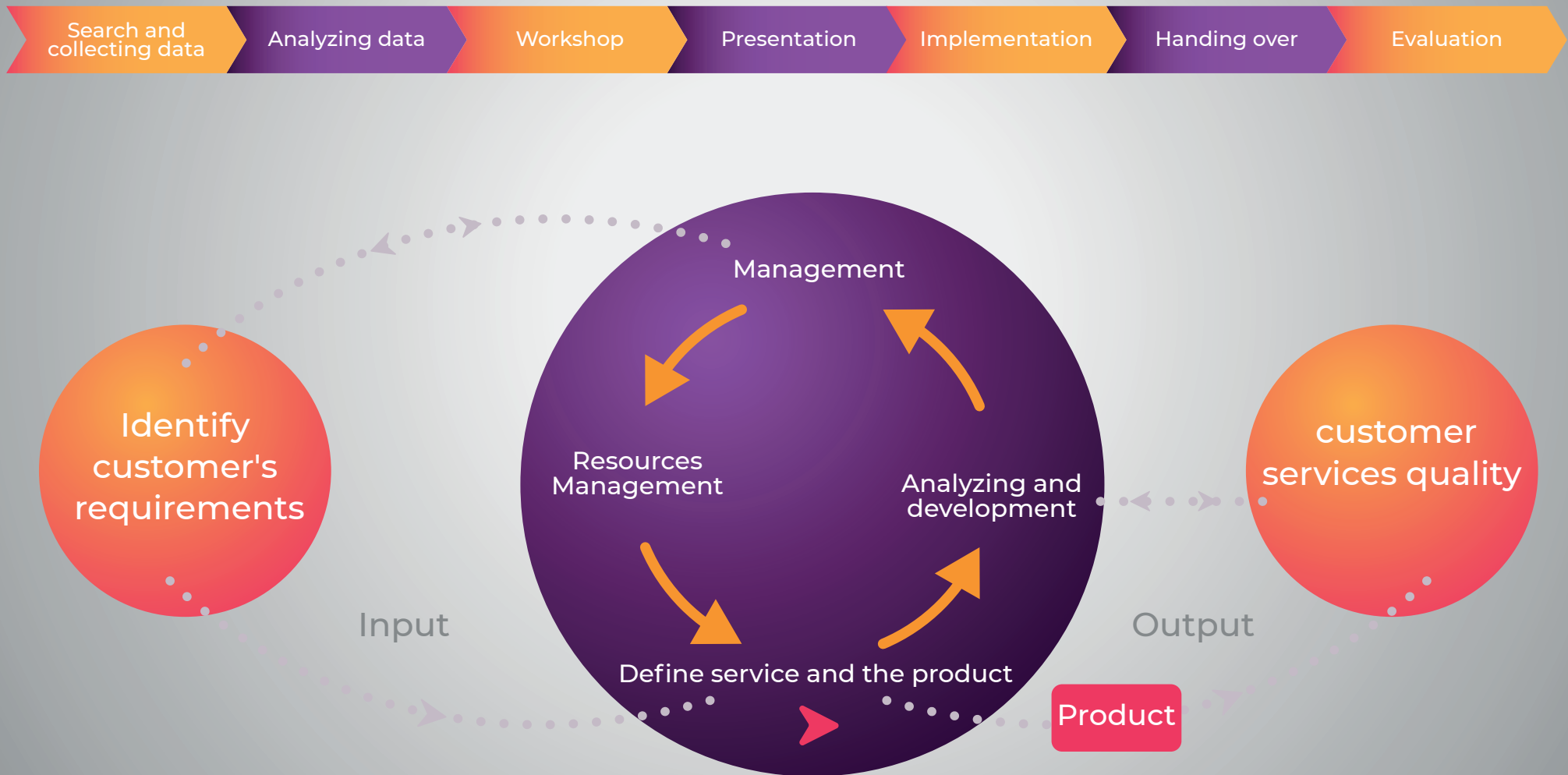
## Our message

We use state of the art expertise and the highest level of general development device, technique, and scientific field to make our workshop aligns with what our consumer trying to accomplish.

## Values

Achievement, Creativity, Regeneration, and Credibility.

# Our practical approach and our principles for quality management system:



## Our Service

publicis  
advertising

Festivals

Exhibitions  
Conferences &

awareness  
Campaigns

public  
relations

media  
consulting

E-Services  
(Electronic  
service)

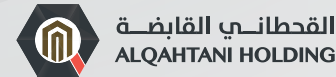
Media  
production

# APPRECIATION CERTIFICATES





## Our client



## Awareness Campaigns

nonprofit leaders work by organizational effectiveness to alerting the general public about certain issue exist and should be approached.

Wesal International Agency helps to get their goals with high level of expert and creative staff. Wesal have high level of experience in this field with scientific approach and high technique. when the event or the workshop end and gets goals Wesal will start to measure indicators variables and factors for the workshop, and Follow-up outcomes according to high standards.



outcomes

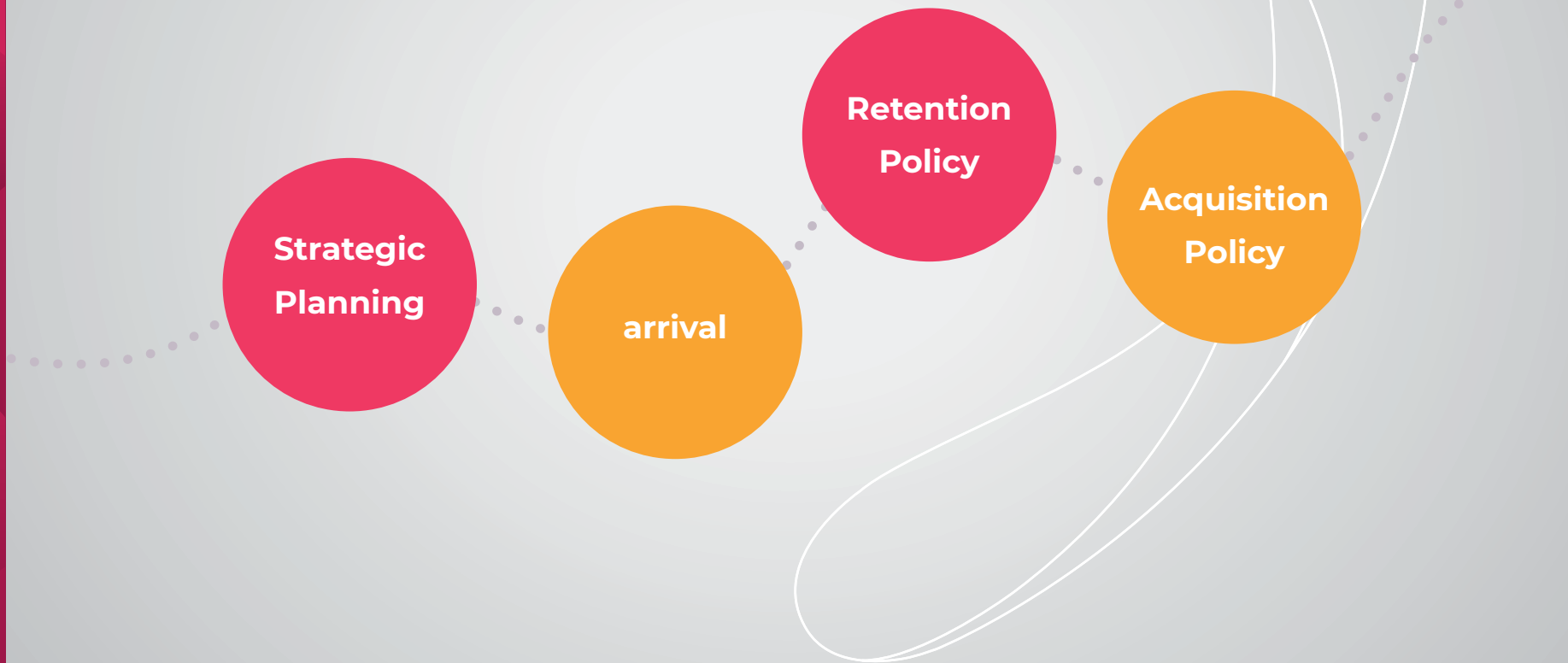


Implementation



Planning

## How Wesal think?



## Samples for our awareness campaigns workshop's



Inauguration of the 6th edition (2021)



Inauguration of the 5th edition (2020)

### Eastern Province **BEST DRIVER AWARD**

Eastern Province Traffic Safety Council  
Saudi Traffic Safety Society

Wesal do all details for the award, Management and implementation and we organizing its conferences and meetings.

## Samples for our awareness campaigns workshop's



Eastern Province  
**BEST DRIVER AWARD**  
closing ceremony (6th edition).

## Samples for our awareness campaigns workshop's



An opening of the second session (2021)



An opening of the first session (2019)

### **Al-Ameen Excellence Award (Quality and organizational Excellence)**

Management and implementation from A to z start with opening until closing ceremony, including organize meetings.

## Samples for our awareness campaigns workshop's



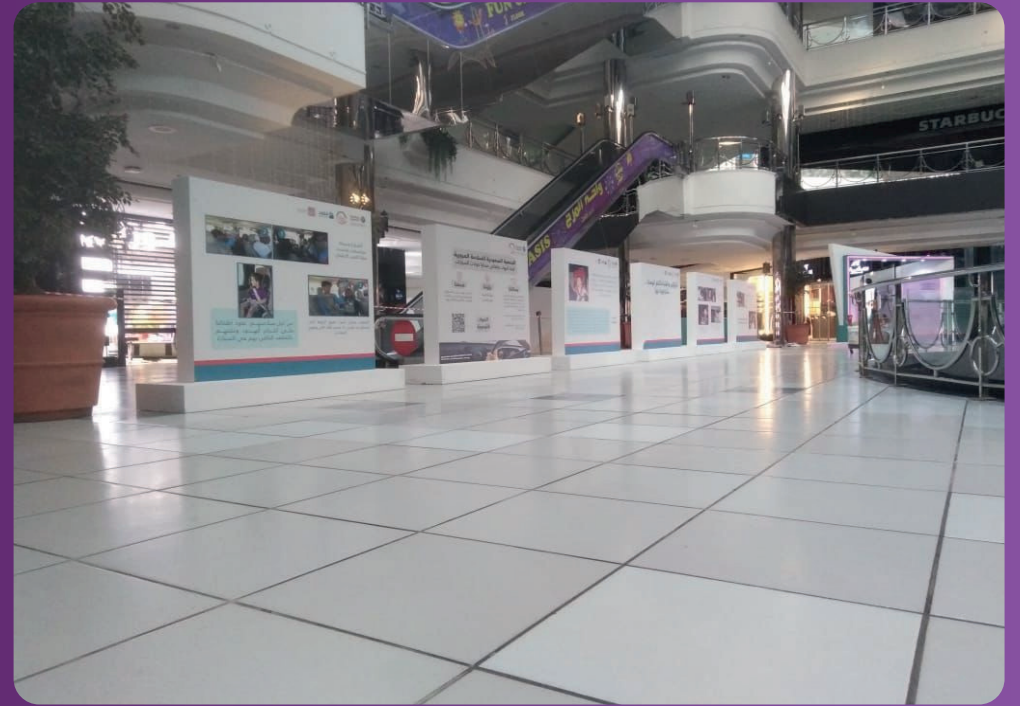
### ( Baby / Infant)

**New child Safety Seat Initiative**  
(Attend former health minister Dr. Tawfiq Al-Rabiah)

### **Your Health Care Trust Initiative**

King Fahd Causeway awareness's initiative  
published because of COVID-19

## Samples for our awareness campaigns workshop's



**New child Safety Seat Initiative**  
Eastern Province Traffic Safety Council 2022

## Samples for our awareness campaigns workshop's



### World sight day

Wesal has the honor to organize World sight day 2019 to our client Eye Specialist Hospital which was held in Al Rashed Mall



### Traffic Safety Innovation Award

Wesal do all details for the award, Management and implementation and we organizing its conferences and meetings.

## Samples for our awareness campaigns workshop's



### Traffic Safety in King Abdul Aziz Port Saudi Ports Authority

Organizing workshops and exhibitions  
for Traffic Safety in King Abdul Aziz Port - Saudi Ports Authority



### Chair First Campaign

The objective of this campaign is raising awareness  
of the importance of using a children's chair

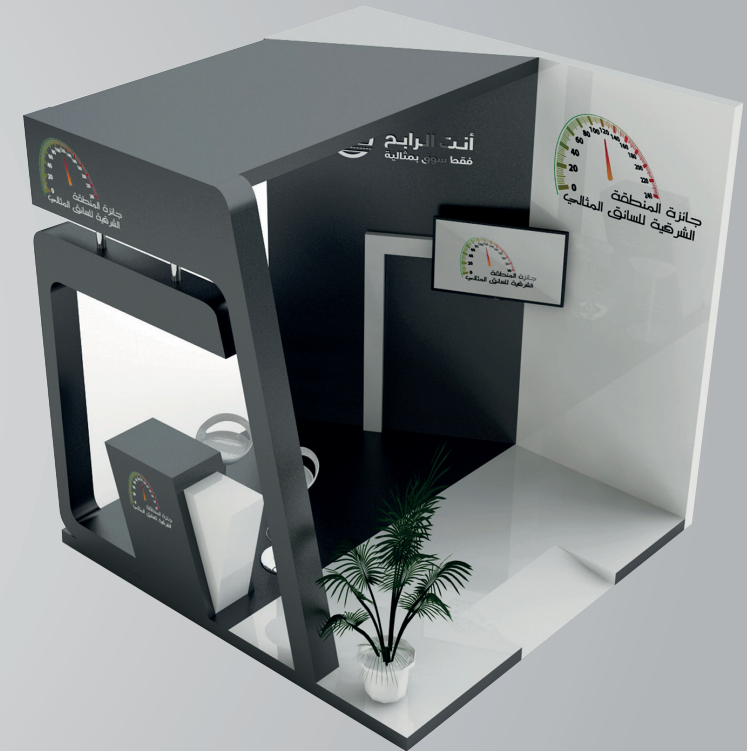


## Organizing conferences and exhibitions

Wesal work in distinctively technique on international conferences and exhibitions during the 20 years ago. We believe organizing conferences and exhibitions need very good planning and put timeline for the workshop to be sure it will become exactly as clients wants.

# Our tasks

- We start our mission by Planning and then make a professional suitable design which identify the conference profile include all corners and contexts.
- We design the halls, entrance gate , exit gate, seating areas.
- We concentrate about stage or theater details to get it out in a perfect way.
- Scoring teams use latest devices.
- Trained organizing teams handling all cases in professional way.
- Conference management and all his session and workshop.
- Planning and implementation for the exhibition accompanying of conferences.
- Provide all the requirements for the exhibition like gifts, appreciation shield, certificate, ID, Publications.
- We provide hospitality, lodging and transportation services.
- Preparing accompanying programs about the conference like patrimony, touristy, environmental.



01

Planning

Design

02

03

Halls preparation

Registration

04

05

Organizing teams

Conference Management

06

07

Meetings - sessions

Honoring

08

## Events sample



An opening 2021



An opening 2019

**Organizing and exhibitions for World Quality Day  
at Eastern Region Municipality building**

## Events sample



### Watan Painting Workshop

Watan Painting Workshop the largest homeland painting was implemented on the 91st National Day with participation of 500 volunteers and 18 government agencies

## Events sample



### **Al-Dar Painting Workshop**

on the 92nd National Day Amanat Hail - Hail Region Municipality

## Events sample



**Al-Dar Painting Workshop**  
on the 92nd National Day Amanat Hail  
Hail Region Municipality



**Al-Dar Painting Workshop**  
on the 92nd National Day Amanat Hail  
Hail Region Municipality

## Events sample



**The Gulf Forum for Total Quality in the Field of Roads and Transport.**

## Events sample



**Al-Ahsa Investment Forum**

## Events sample



**Graduation Royal Commission for Jubail  
Prince patronises graduation of Royal commission**

## Events sample



**Holds workshop on cooperation  
between Eastern Province Municipality & Development Entity 2022**

## Events sample



**Exhibition of Projects of Distinguished Cities**  
during the reign of the Custodian of the two Holy Mosques  
King Salman bin Abdul Aziz, may Allah protect him - Al Riyadh Capital

## Events sample



**World Quality Week 2022**

## Events sample



**Saudi Traffic Safety Society - Art Gallery 2022**

## Events sample



**Traffic Transport Engineering Day**



**Ramadan Night  
For productive families**



## Festivals

The full fun that we seek to achieve in the festival's management, because we are working on two fundamental aspects which are:

Preparation .... Content

It is a difficult equation to achieves complete pleasure.



## How We Make It

We are doing an integrated study of the festival and its goals and what it can achieve, after that content is placed suitable for the festival includes many paragraphs throughout The day and the length of the festival.



## **Days Love Market Festivals Wesal**

preparation and organization with Eastern Province Municipality

## Wesal Festival sample



**Love Market Festivals II**

## Wesal Festival sample



**Summer Festival in Ha'il Province 2022**

## Wesal Festival sample



**Environment Week Festival in Ha'il Province 2022**

## Wesal Festival sample



**King Abdulaziz Port in Dammam Celebrating Saudi National Day preparation and organization including advertising.**

## Wesal Festival sample



### Real Estate Club

preparation and organization an Opening Ceremony

## Wesal Festival sample



## Wesal Entertainment Festival

preparation and organization at (Dammam Plan 71)

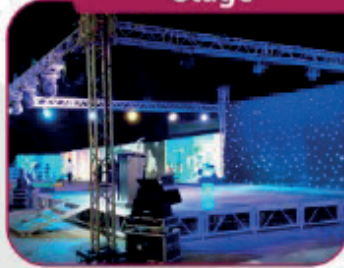
# Our mission and preparation include

- Preparing the festivals identity.
- Engineering Site Planning (site layout).
- 3D draw.
- Provide entrance gate, exit gate, fence, Wall.
- Providing air-conditioned tents with different sizes.
- Providing indoor and outdoor theaters.
- Provide screens with different sizes.
- Provide video, photo, and security cameras.
- Security Guards.
- Clean worker (Male – Female)
- provide chairs.
- Provide stands.
- Provide aerobic and electrical games.
- Design and implement heritage villages.
- Providing reception and information centers.
- Provide VIP area.
- Provide organizers, supervisors and technicians teams.

**Somme Machine**



**Stage**



**LED Screen**



**Moving LED**



**Moving Beam 230 W**



**Fire Machine**



**speakers**



**Moving Beam 260 W**



**S.P.L**



**Mic**



**Mixer**



**line array speakers**



**We provide all the equipment we need for event's as state-of-the-art lighting and sound solutions (latest version of light system and sound system).**



## Publicity And Advertising

During the workshop we focus how to get integrated results, start with a professional design and use of high-quality manufacturing materials, and the end of the day get Distinctive installation.

### **Wesal domains:**

- Printing banners
- Brooch, pin, Identity card
- Promotional gifts
- Paper prints
- Appreciation shield
- Digital printing

## workshop sample for publicity and advertising



**Eid Al Fitr**



**National Day**

## workshop sample for publicity and advertising



**Eid Al Fitr 2022**

## Sample for our promotional gifts



National Day Gift's for Chemanol Co.



National Day Gift's for Advanced



Eastern Cement Company EPCCO Agenda's

## Sample for our promotional gifts



King Fahd Causeway Gift's



National Day Gift's



Saudi Kayan Gift's

## Sample for our promotional gifts



Appreciation shield for Quality Conferences



Appreciation shield for Petrokemya

## Sample for our promotional gifts



## Saudi Founding Day Gift

## Sample for our light fixture



## Sample for our banners and posters (printing and installation).



## Sample for our flags printing and installation



**Flags printing and installation for  
Movenpick Hotel Beach**



## Media Production?

We are distinguished by providing the latest and active tools developed by technology in the field of Media to reach the highest levels of creativity, wishing to deliver customer's photo according to his according to the required vision, and we are proud of our ability to produce Media and advertising also, we worked of all related field of visual media and audible.

### How Wesal work in this field?

Workshop

Video  
shooting

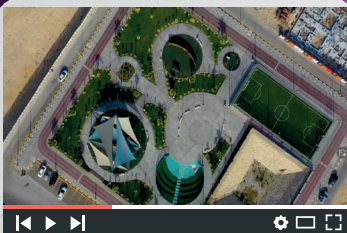
Planning

Audio  
editing

Screenwriting

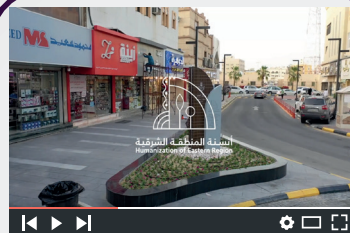
Montage

# Wesal Movie Trailer



افتتاح 10 حدائق بمدينة الدمام  
أمانة المنطقة الشرقية

click here  
to watch the video



تنفيذ مشروع المنطقة المركزية بالدمام  
أمانة المنطقة الشرقية

click here  
to watch the video



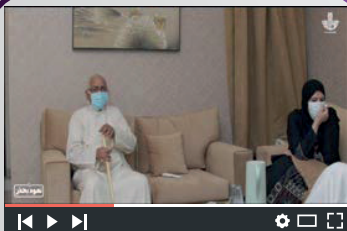
أعمال جائزة الأمين للتميز بنسختها الثانية  
أمانة المنطقة الشرقية

click here  
to watch the video



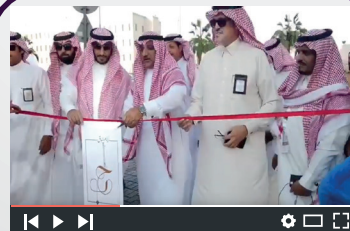
لوحة وطن  
وزارة الموارد البشرية والتنمية الاجتماعية

click here  
to watch the video



سلامتهم من سلامتنا  
أمانة المنطقة الشرقية

click here  
to watch the video



افتتاح مهرجان أيام سوق الحب  
أمانة المنطقة الشرقية

click here  
to watch the video



اليوم العالمي للجودة  
أمانة المنطقة الشرقية

click here  
to watch the video



مستشفى الملك فهد التخصصي للعيون  
وزارة الصحة

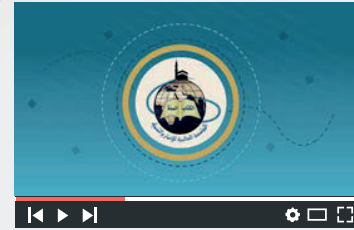
click here  
to watch the video

# Wesal Motion Graphic Movie



جائزة الابتكار في السلامة المرورية  
جامعة الإمام عبدالرحمن بن فيصل

click here  
to watch the video



الإعمار والتنمية  
المؤسسة العالمية للإعمار والتنمية

click here  
to watch the video



جائزة ود للأسرة المثالية  
جمعية ود

click here  
to watch the video



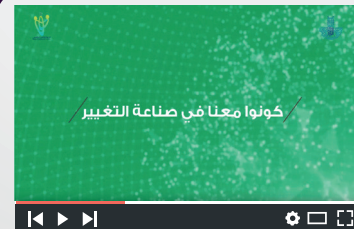
جائزة المنطقة الشرقية للسائق المثالي  
إمارة المنطقة الشرقية

click here  
to watch the video



نتائج جائزة الأمان  
أمانة المنطقة الشرقية

click here  
to watch the video



أعمال اسبوع الجودة العالمي 2021  
أمانة المنطقة الشرقية

click here  
to watch the video



مبادرة مقعد  
الجمعية السعودية للسلامة المرورية

click here  
to watch the video



هاكاثون مليون متطوع  
أمانة المنطقة الشرقية

click here  
to watch the video

# Examples for Graphic Designs & Infographics



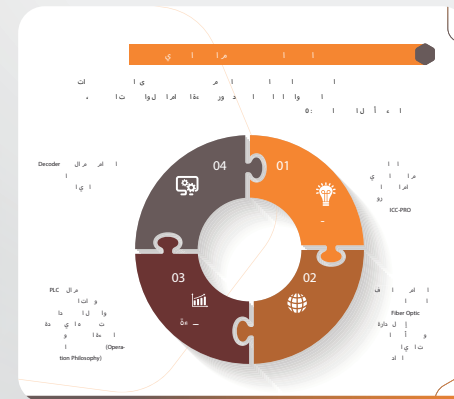
World Quality Day 2019

The Eastern Region Municipality



Hackathon (One Million Volunteers )

The Eastern Region Municipality



Development Plan for Central Control System - Irrigation Management

Royal Commission for Jubail



Best Work Award done for National Day

Prince Mohammad bin Fahd University



## E-Services

Considering the great acceleration of communication system, Wesal faced all quickened with high efficiency. Our electronic services add to our customers widespread with limited costs to get intended audience interest and ensuring continuity.

## Wesal services

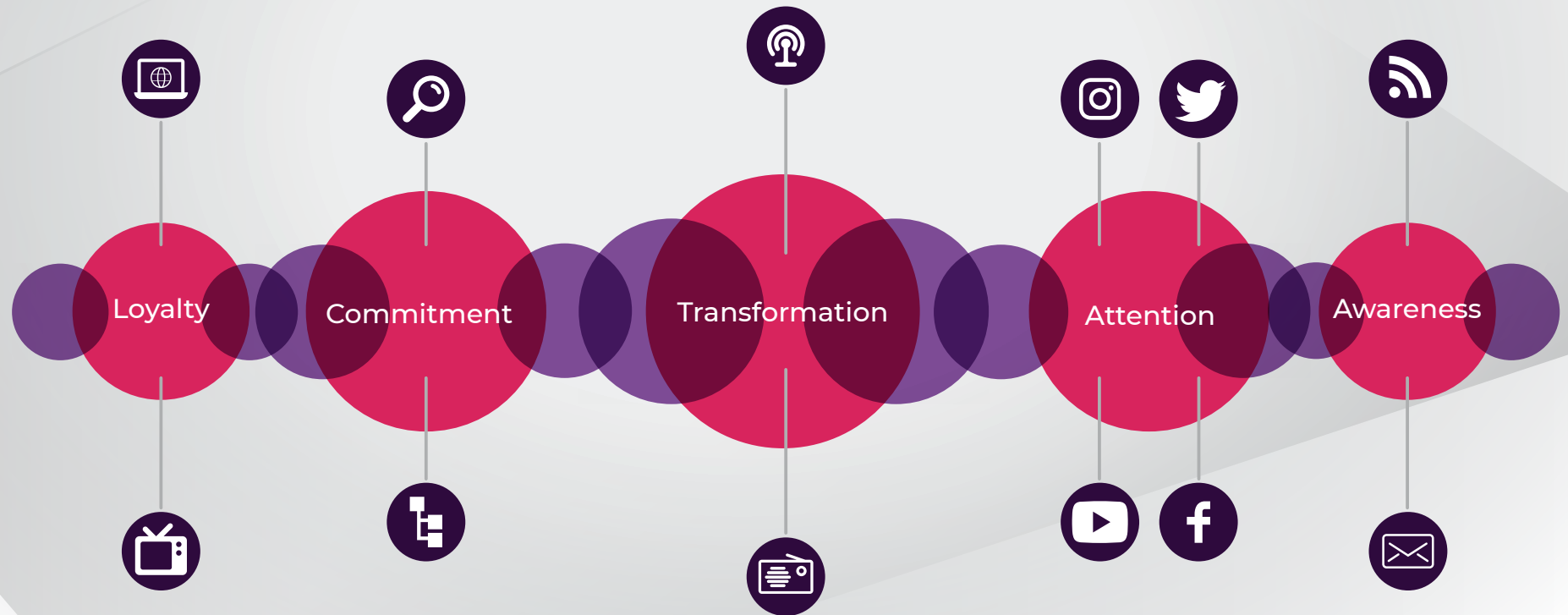
- Digital Solutions.
- Websites.
- Social Media and smart applications.
- Production of awareness and cultural videos.
- Event video shooting.
- Permanent feeding.
- Follow up, Replies and Interaction.
- Digital promotion.



# Wesal Digital Marketing Method

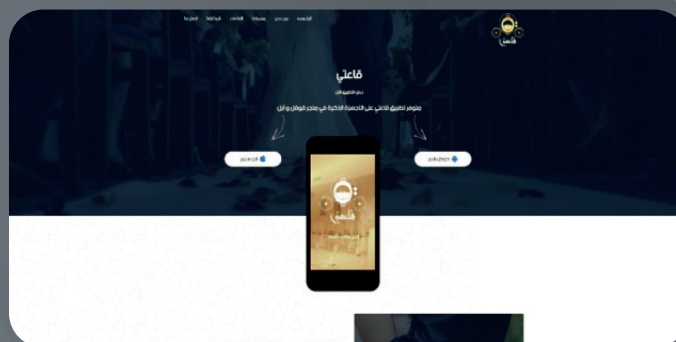
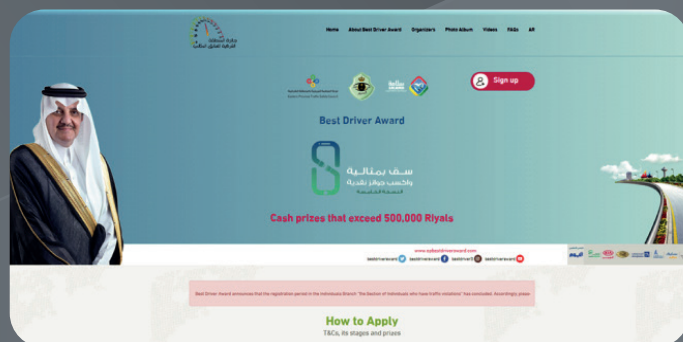
Wesal Loyalty Program Creating Customer Loyalty

## Wesal Online Marketing Method



## Our experience in web design:

No.	Websites name	Clients	Websites
01	Lil Nahar Newspaper	Mohammed bin Abdullah Al-Waeli	<a href="http://lilnahr.com/">http://lilnahr.com/</a>
02	Eastern Region Ideal Driver Award	Emirate Of Eastern Province	<a href="https://epbestdriveraward.com/">https://epbestdriveraward.com/</a>
03	Traffic Safety Innovation Award	Imam Abdulrahman Bin Faisal University	<a href="https://tsiaward.com/">https://tsiaward.com/</a>
04	Kedan	Kedan Company	<a href="https://kedan.com.sa/">https://kedan.com.sa/</a>
05	Qa3ty	My hall	<a href="http://qa3ty.com/">http://qa3ty.com/</a>





## **Media Consulting Solutions and Newspapers Services**

Wesal proud to give their clients media consulting solutions and newspapers services.

These services help to confirm that the goal of marketing has been reached and clients get media appearances.

Wesal help clients to get their customer's trust and attract new customers.



# Wesal Media Consulting Program

- Study for current case.
- Goals study.
- Media Message study.
- Put and developing media plans and programs.
- Impact measurement.
- Follow-up the indicators.
- Quantitative and qualitative monitoring.
- Editing, directing and printing periodicals and specialized journals.

# Media Platforms

01

Producing content



02

Coordinate tasks with Journalistic editor



03

follow up the article gets published and media monitoring report



04

News documentation process and media coverage



News Websites, newspapers, TV and radio

01

Creating Social Media Profiles



02

Identify the target segment



03

Planning campaigns to attract followers



04

We always follow up and develop content Media & Advertising



05

Social media management & Marketing Content Management beside reply to follower's comments



Platforms, social media and website

## Our planning of study process

We use Five W's Model questions whose answers are considered basic in information gathering or problem solving.



## Journalism services



## media monitoring services

Wesal make design  
Report and press kit

04

Identify topics,  
platforms or programs

02

Wesal make  
design Report  
and press kit

Submit the  
press kit

Quantitative  
monitoring

Qualitative  
monitoring  
methods

Tabulation and drafting of reports

03

Identification of  
source and their types

01

## How we deal with media messages

Message  
Distribution

Message  
strategy

Broadcast  
Domain

communication  
strategy

## Crisis Management

### Types of crisis (Risk):

- expected
- unexpected

Tool

Follow-up

Mission  
Message

Speed

Clarity

Stabilization phase

Data

characteristics

Response

parties to the  
case - all the  
case involved

## Our magazine samples



'Asir Province Magazine  
'Asir Emirate



Derwaza Magazine  
Eastern Emana



Derwaza Magazine  
Eastern Emana



Prospectus Asdaf  
Imam Abdulrahman Bin Faisal University

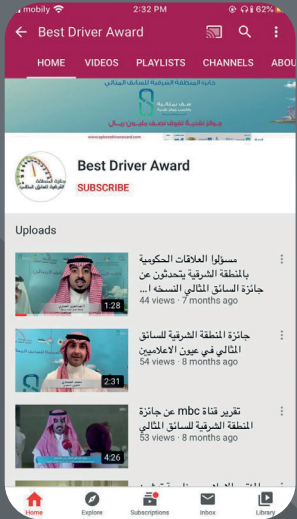


Thmman Magazine  
Imam Abdulrahman Bin Faisal University  
College of Engineering



Eastern Health Magazine  
Eastern Health

# Wesal experience in social media management



No.	Marketing campaign titles	Clients
01	Eastern Emana	Eastern Emana
02	King Fahd Causeway	King Fahd Causeway
03	Eastern Region Ideal Driver Award	Emirate Of Eastern Province
04	Traffic Safety Innovation Award	Imam Abdulrahman Bin Faisal University
05	Saudi Cancer Foundation Saudi Cancer Society	Saudi Cancer Foundation Saudi Cancer Society
06	World Quality Day 2019	Eastern Emana
07	Saudi Everest News	Saudi Everest News



## Wesal experience in preparing and printing reports:



Annual Report for King Fahd Causeway



Annual Report for General Authority of Civil Aviation



Media Report for Tahya Al Saudia

## Wesal experience in press production

No.	Newspaper / Magazine	our client
01	Eastern Province Magazine	Emirate Of Eastern Province
02	Derwaza Magazine	Eastern Province Municipality
03	'Asir Province Magazine	'Asir Province Emana
04	Al Maha Magazine	Prince Mohammad Bin Fahd University
05	Eastern Health Magazine	Eastern Health
06	Prospectus Asdaf	Imam Abdulrahman Bin Faisal University
07	Salamh Magazine	Saudi Traffic Safety Society
08	Thmman Magazine	Imam Abdulrahman Bin Faisal University - College of Engineering
09	Prospectus Exhibition Life	Okaz Festival



## Public Relations

We believe that the professionalism of the organization's work is reflected in the output of the work of its cadres.

Wesal provides staff training service for companies to raise their efficiency and expertise and provides protocol Courses.

This contributes to improving the work environment and increasing productivity.

All of this Contributes to improving the work environment and productivity.

# Our tasks

- Preparation of annual plans for the public relations system.
- Providing professional cadres.
- Staff Training and Qualification.
- Creating creative programs within scope of Social Work.
- Leadership Communication Programs at Wesal Learn to leverage communication techniques to persuade audiences and guide outcomes.
- Through our programs, you will explore key strategies and gain effective tools to engage and inspire others across a variety of business contexts.

## Our Programs offered within the organizations





Provide you with

- Improving the internal and external environment of work.
- Organize and operate a public relations department (methods and work).
- Preparation of annual and periodical reports and program.
- Organizational realities study plan.

- Put plans.
- Qualifications & Training.
- Implementation and participation.
- Communication Skills.
- Media literacy skills.
- Advertising skills.
- Promotional Skills.

# **Wesal National Day Projects 92**

## Eastern Province Municipality



**Flag & Banners**

**Eastern Province Municipality**



**Gifts**

## Eastern Province Municipality



## Building Lighting System

## Amanat Hail



## Flags & Banners

## Amanat Hail



Outdoor advertising - outdoor promotional

## Amanat Hail



Gifts

## Al Ahsa Municipality (Amanat Al Ahsa)



**Outdoor advertising - outdoor promotional**

## Al Ahsa Municipality (Amanat Al Ahsa)



**Street board advertising**

## Saudi Arabian National Guard



(Saudi Arabian military force)  
Banners



## Wesal crew:

Awdah Zahrany

(GM) general manager

Alaa Samy

CEO Chief Executive Officer

Ahmed Hassan

content writer

Mahmoud El Gammal

designer

Abd allah Salmen

Lighting Technician

Kassem Abd Al Gabbar

Electrical Technician

Omar Al Yahia

Operation Technician

Mohamed Radwan

Operation Technician

Al Obied

Operation Technician

**THANK YOU**



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