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Tactix  
STRATEGIC CONSULTING

TACTIXTIMES

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## We are growing! Meet our new TactiXers:



**Ahmed Abu Nahleh**  
Art Director



**Mohammed Abbadi**  
Digital Communications Officer



**Nouf Adwan**  
Senior Digital Comm. Designer



**Shatha Zahran**  
Digital Communications Officer

## 2016: Our Highlight Reel

### TactiX end of year gathering

TactiX always celebrates the end of each year, expressing its gratitude to those who contributed to making it a success. This year we treated our employees and partners to a special night out to

celebrate this occasion; everyone got the chance to enjoy the company of colleagues, friends, partners and supporters amidst a relaxed atmosphere.



## MENA ICT Forum 2016

For the fourth consecutive year, TactiX was assigned to manage the full communication of the region's leading biennial ICT event, MENA ICT Forum 2016. TactiX spearheaded the forum's online and offline campaigns, playing a major role in raising the event profile in Jordan and the region.

Leading up to the event, TactiX worked on strategic and tactical approaches and stories aimed at engaging the public on local, regional and even international levels to promote this forum, and the results were indeed groundbreaking; TactiX helped put Jordan on the map as a destination for the ICT development sector.



## Start up Guide campaign

There's a multitude of services that TactiX offers, one of which is expanding outreach and raising awareness. In its latest project, TactiX got to promote the Business Startup Guide, which was developed by USAID Jordan Local Enterprise Support Project (USAID LENS) in collaboration with partners in the Jordanian government.

In order to promote the guide, TactiX conducted awareness raising sessions in several governorates: Amman, Karak, Tafleeh, Irbid, Zarqa, and Mafrqa. The sessions aimed to promote the guide, encourage new and existing businesses to formally register their companies with the help of this step-by-step guide.



**دليلك لبدة عملك**  
 المشروع الصغير  
 بده بداية صد

هل تملكون مشروع لكن غير رسمي؟ قوموا بتسجيل مشروعكم بطريقة قانونية واستفيدوا من ميزات متعددة لتطوير أعمالكم.

**دليلك لبدة عملك**  
 المشروع الصغير  
 بده بداية صد

بإمكانكم تسجيل عملكم في مدنكم وليس بالضرورة في العاصمة عمان. نعرفوا على كيفية تسجيل الشركات والمؤسسات الفردية خارج العاصمة من خلال "دليلك لبدة عملك".

**دليلك لبدة عملك**  
 المشروع الصغير  
 بده بداية صد

للخريجين الجدد: عندكم فكرة مشروع صابون اتطبقوه؟ سجلوا مشروعكم بطريقة رسمية لتضمنوا حكم الاسم والعلامة التجارية.

**دليلك لبدة عملك**  
 المشروع الصغير  
 بده بداية صد

طموحكم تكونوا ريادة أعمال ناجحين؟ مؤلوا هذا الحلم إلى حقيقة، وابدأوا بتسجيل مشروعكم بطريقة رسمية مع "دليلك لبدة عملك".

## Pharmacy one celebrations of the 15th anniversary

To celebrate Pharmacy One's 15th anniversary, TactiX designed a full communication plan to ensure maximum exposure on this occasion.

Spanning all Pharmacy One branches, the celebrations saw various activities geared towards creating stories to be shared on all online and offline media outlets, using quite the proactive approach.



## Stem Cell Innovation inauguration in collaboration with Akkash Clinic

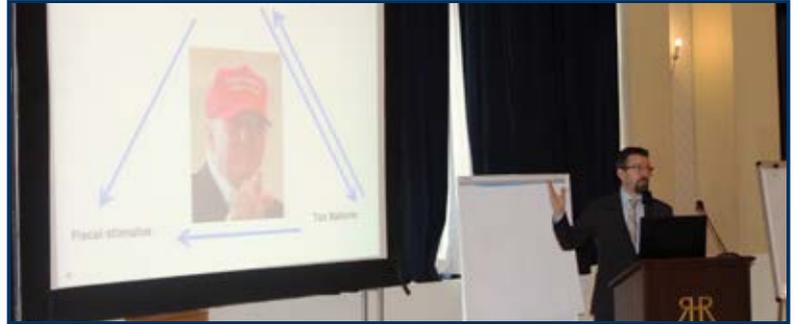
Considered a revolution in the world of regenerative medicine, Stem Cell Innovation is all about separating stem cells from adipose tissue without resorting to enzymes or chemicals. The inauguration was in collaboration with Akkash Clinic, and saw the launch of the first clinic of its kind in Jordan and the Middle East. TactiX led the organization of the launch event, as well as the development of key marketing elements that serve the brand as a whole.

To further enhance the experience and ensure thorough implementation, the TactiX team offered field support, maintaining strong coordination between all parties.



## Saxo Bank Media Roundtable

As Saxo Bank's appointed PR agency, TactiX managed a roundtable discussion with journalists regarding the reaction of markets towards Trump's protectionist policies. On its part, TactiX invited members of the media and key stakeholders, as well as created online and offline coverage about the roundtable discussion, which had a strong impact on audiences.



## PR Scene in Jordan - By Nasif Khoury

No one imagined that one day we will be celebrating being one of the major partners in the corporate communication industry in the region, we were just focused on our commitment for the best value service to our customers, we had a local understanding of the market and we topped it off with our global insight.

TactiX now stands at the zenith of its success and delivers a wide range of services that both the local and international clients can benefit. We realized that changing consumer demands means shifting our thinking towards creating a unique platform for their requirements; all of our services are integrated yet independently operated; hence the client get what his business needs without any extra costs.

TactiX reputation is all about its people, its management and its promise to its client. This is what makes us difference, makes us unique and makes us the right partner.

### Nasif Khoury

Founder/Partner – TactiX Strategic Consulting



## TactiX New Clients!



**Eat Restaurant Group**  
Food & Beverage



**Colombini Group**  
Furniture Vendors



**Berlitz**  
Training Center



**Farah Medical Campus**  
Health Care