



Hill+Knowlton
Strategies

INTER OFFICE PROJECT INSTRUCTION FORM

LEAD OFFICE: H+K Strategies Dubai

PROJECT OFFICE: H+K Strategies US

CLIENT NAME: Ministry of Communications and Information Technology
– Kingdom of Saudi Arabia

PROJECT NAME: Press release distribution – 3x press releases for LEAP
2022

AGREED FEE: \$18,000 USD

AGREED EXPENSES: \$0

LEAD OFFICE JOB NUMBER: N/A
(should be quoted on all correspondence and invoices between the project office and lead office)

SUMMARY AND SCOPE OF AGREED PROJECT:

The Ministry of Communications and Information Technology (MCIT) in Saudi Arabia are hosting the LEAP technology event from 1-3 February 2022. During the event, MCIT will issue three press releases (one daily press release for each day of the event) to announce major policy reforms, investments, financial incentives programs, new technology projects and major new partnerships with companies around the world.

The scope of work

Distribute the press releases daily to raise awareness about LEAP in your local market. An English press release will be shared by H+K Dubai hub team with you for distribution in your market. We require the following:

- Any localization necessary. Translation.
- Distribution to your national, tier-one business and technology trade media
- Follow up to achieve coverage
- Monitoring and reporting. Share report with our team in Dubai
- If any interview opportunities arise with tier-one media outlets, please liaise with the hub team to coordinate

PAYMENT TERMS:

Invoice will be shared with H+K Dubai following the completion of the scope of work. No additional budget will be paid above or beyond what is agreed in this IOPF. Budget is inclusive of all fees, taxes, commission and third party expenses. H+K Dubai will make payment within 30days of receiving the invoice.

Commencement Date: 31 January 2022

Completion Date: 15 February 2022

Billing Address:
Gulf Hill & Knowlton
P O BOX 50653
Dubai UAE

For the attention of: Patty Oien
1111 19th St NW 3rd Floor
Washington, DC, United States
20036



 Hill+Knowlton
Strategies

Copy to: Michael Korjen
Special Instructions/Narration:

Please contact Michael.korjen@hkstrategies.com if you have any questions

AUTHORISED BY:

Sign: *Michael Korjen* (Lead Office)

AUTHORISED BY:

Sign: *Patty Oien* (Project Office)

(These instructions cannot be varied without written authorisation)