



**COMCRA**  
Communications Craftsmen

**EVENT MANAGEMENT**

International Exhibitions  
Conferences,  
Forums & Seminars,  
Translation & A/V,  
Conferencing Equipments.

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# Brief Background

The art of communications was being built and developed since the beginning of civilization. Our society shall continue constantly & aggressively improving our communications skills for thousands of years to come.

COMCRA Corporation has been professionally managing events since our launch at the beginning of 2005. We quickly established a reputation for excellence and distinction with continuous strive for growth.

## Core Values

Creativity

Organized work and teams

Mastering our work

Communicating effectively

Result oriented thinking

Availability for our clients

This Led us To ... The Achievement of our Goals and Objectives, Excellence, Perfection and Customer Satisfaction

## Our Vision

COMCRA was established with a vision; to gain & maintain a solid & leading position in the communications industry; to become the Middle East's most effective & successful provider of this craft.

## Our Mission

Through mastering the art of the communications craft, we strategically partner with our clients by providing professional communications consultancy & effective tools that enable them to surpass their corporate objectives, and sustain continuous growth to reach ultimate success.

## Our Strategy

By building & developing a world class team of highly motivated communications craftsmen with solid capabilities and bright ideas, we shall remain capable of fulfilling the sophisticated demands of our partners & delivering excellence in all aspects of communication arts.

# Our Objective

COMCRA is a firm believer in customer service. Our main objective is to attain and ensure your complete satisfaction, allowing you to concentrate on your business needs.

COMCRA identifies itself as your collaborator to success; we work with you to deliver exceptional results, beyond a single event; by evolving our work relationship to becoming a mutually beneficial partnership.

## What makes us different?

Our professional team includes the best certified Communications Experts, Event Managers & Technical Writers who are highly specialized with dependable skills & extensive experience in the art of communications.

Well-designed professional communications services according to the best International practices will help make communications your new competitive edge.

With an established track record and a communication leading reputation for technical excellence, we plan, implement and manage communication solutions that support our customers' business objectives.

## Our Craft Tools:

Through our portfolio of communications craft tools, we are able to provide high quality and value in our services:

- Event management
- Public Relations
- Corporate Communications
- Internal Communications
- Marketing Communications
- Online Communications
- Communications Strategy

COMCRA was created with the goal of putting together the highest caliber and dedicated team of experts that would be able to provide the right solution package to any event or activity that requires dedicated and stream lined logistical support. The staff at COMCRA is dedicated and extremely capable and is supported by the right agents to allow them the maximum efficiency in their performance.

The Event Management team at COMCRA is dedicated to provide Quality and Value service that covers the following areas:

- Meetings, Incentives, Conferences, and Exhibitions (MICE)
- Product Launches
- Workshops and Training Seminars
- National Days
- Special and Themed Events
- Audio - Video & Translation Equipments

Also we are equipped and prepared to professionally handle all types of critical events, while offering you services that are guaranteed to win your satisfaction. We do believe that a successful event is an asset; it exposes your company, and reflects your professional image and is an excellent marketing tool.

Event Management is a crucial practice for your company. Whether organizing a small meeting or a large convention, the result is the same time consumption and stress. Most companies plan their events in-house, because the staff is already overloaded with work, many issues may be overlooked. These vital details are endless and it is impossible to achieve the desired goals if the internal or external resources are unavailable.

The business objective at the outset was to establish a quality hospitality turnkey entity dedicated to providing a quality, unique and consistent service. The achievement of this goal has been facilitated through professionalism, innovation, creativity and experience in delivering total solutions from concept to delivery. In this role, it coordinates a wide variety of events, banquets and corporate hospitality. Event management is a specialized industry and it is rare to find members of the industry with the reputation and experience that is representative of COMCRA. The company's knowledge, expertise and industry contacts make for a highly effective event management service offering the advantage that is truly testament to their name. Quality project management is based on solid methodical application, a formula that COMCRA has applied to many projects regardless of size, priority or duration. By identifying key stakeholders and creative conceptual development, our team of

consultants will devise a project framework influenced by budget and the client objectives that will make for a quality outcome. Our orderly creative approach to all our projects always ensures a consistently successful result.

# Our Methodology

COMCRA'S performance is based on our methodology & approach which leads to our successful events by taking into consideration the following:

- We understand the objective
- Gather information
- Estimate budget
- Conduct the needed research (venue selection, room reservations, theme and other recreational sites)
- Negotiations (accommodation rates, meeting rooms rental charges, booth rental and installation fees, Food and Beverage prices, AV equipment rental charges, printing and promotional materials, decoration and floral arrangements, airline travel and car rental, entertainment and other needs and requirements)
- Set timetable and deadlines
- Select and book
- Design floor plans and rooms setup
- Assign booth space
- Process registration: receive, record and confirm
- Prepare registration reports
- Design and produce promotional material (Off-line & On-Line)
- Design and produce (signs, name badges and place cards)
- Organize recreational activities and programs
- Design feedback questionnaire
- On-Site Management
- Expedite check-in and check-out procedures
- Arrange VIP treatment and amenities
- Supervise set up procedures
- Distribute material and handouts
- Position signs and room locaters
- Confirm food and beverage function arrangements
- Handle special requests
- Check guest satisfaction
- Distribute feedback questionnaires
- Supervise registration staff
- Supervise tear down procedures
- Follow-up and Evaluation

- Evaluate questionnaires
- Review master account charges
- Provide closing financial reports
- Provide client with event summary and feedback

## Our Events

- Jordan Furniture association Launching, Amman – Jordan (2005)
- Jordan Olive Oil Exporters Association Launching, Amman – Jordan (2005)
- Export Consortia Awareness Seminar, Amman – Jordan (2005)
- Jordan Business Associations Exhibition, Amman – Jordan (2006)
- Olive Oil National Tasting Day, Amman – Jordan (2006)
- Export Consortia Launching, Amman – Jordan (2006)
- Jordan Industries Exhibition, Almaty – Kazakhstan (2007)
- United Nations Industrial Development Organization Marketing Work Shop, Amman – Jordan (2007)
- International Olive Products & Technology Exhibition and Forum (IOTEX), Amman – Jordan (2008)
- Jordanian Stand in Oil China Exhibition, Shanghai – China (2008)
- Event management Training Course, Tripoli – Libya (2008)
- Jordanian Stand in Expo Saragoza, Saragoza – Spain (2008)
- Medibtikar Conference (European Commission), Amman – Jordan (2008)
- Export Consortia Awareness Seminar, Amman – Jordan (2008)
- Wedding Fashion Exhibition, Izmir – Turkey buyer delegation (2009)
- Marble fair exhibition, Izmir – turkey buyer delegation (2009)
- Vinolive Fair, Izmir – Turkey buyer delegation (2009)
- Participating in VINOLIVE exhibition, Izmir – Turkey (COMCRA/IOTEX) (2009)
- Marketing Jordanian Stone & Marble Products in GCC countries Forum, Amman – Jordan (2009)
- Collective Stands Seminar, Amman – Jordan (2009)
- Jordanian National Stand CITI Smart Exhibition, Panama (2009)
- Arab Financial Planning Conference, Amman – Jordan (2009)

# Our Partners Worldwide

- **ITE Group PLC, London – UK**
- **ITECA, Almaty – Kazakhstan**
- **Izmir Fair Services – IZAFS, Izmir – Turkey**
- **Radius Exhibits & Interiors, Kuala Lumpur – Malaysia**

# Our Clients

- **Jordan Enterprise Development Corporation (JEDCO) – Jordan**
- **United Nations Industrial Development Organization (UNIDO) - Austria**
- **Business Development Services Center (BDSC) – Jordan**
- **Jordan Olive Oil Exporters Association (JOPEA) – Jordan**
- **Intrasoft – Luxemburg**

# Memberships

- **Nominated member of The Global Association of Exhibitions Industry (UFI)**
- **American Chamber of Commerce**
- **Jordan Thailand Friendship association**

COMCRA

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