

Asian Games - DOHA Asian Games Organising Committee (DAGOC), 2006

Capital PR's London office was recruited to design the all-important early key messages, information points and images for the Doha 2006 Asian Games, expected to be one of the world's most significant sporting and cultural events.

The messages designed by Capital PR for the 2006 Asian Games focussed on Doha's passion for sport, advanced technology and finance systems, investment opportunities and stunning land and sea environments and will be used by the Doha Asian Games Organising Committee (DAGOC) to market the 2006 Asian Games to key stakeholders, media and potential sponsors.

Capital PR also advised and designed key elements of the media and public relations strategy for DAGOC at the 2002 Asian Games in Busan, South Korea, where China topped the medal tally.

China has also previously hosted the Asian Games - the second biggest multi sport event in the world behind the Summer Olympic Games. The Asian Games is held every four years under the auspices of the International Olympic Committee (IOC) and the Olympic Council of Asia (OCA).

It is estimated 11,000 athletes and officials attended the 2006 Asian Games in Doha.

The key messages conceived by Capital PR for the Doha 2006 Asian Games Organising Committee reflected the international appeal of Doha to potential sponsors, supporters and investors, highlighting the vibrant and diverse contemporary culture of modern Doha.

Capital PR prepared the keynote speech for Sheikh Tamim (IOC member) at the special 'Welcome to Doha 2006' event at the Asian Games in Busan. Capital PR also designed and implemented the media relations strategy (in English and in Arabic) for the high profile Asian Games Torch Relay in Doha.

In addition, Capital PR designed and drafted key messages for Doha 2006 Asian Games public exhibitions in Busan and prepared key messages for the Handover Segment of the Closing Ceremony for the Busan 2006 Asian Games.

Capital PR also devised the Athletes Ambassador Program for DAGOC and the Qatar National Olympic Committee (QNOC) and advised on contents of the Doha 2006 information kit and CD-Rom presented to potential sponsors, companies and organisations interested in supporting the Doha 2006 Asian Games.

The key media and marketing messages conceived by Capital PR for potential sponsors of the 2006 Asian Games positioned Doha in the global market place as a leading new millennium destination for major international events, cultural relations, tourism and investment opportunities.

