

# **ISTICHARIA for Strategic and Communications Studies-ISCS**

## **Who we are**

Lebanese Cabinet Council, Independent, specialized in the field of Management and Development of Strategic Communication between Institutions, Associations and the Public in the Middle East.

Issued quarterly newsletters specializing in strategic reading, which contains the latest development of crises and problems in the Middle East, Gulf and North Africa.

Also publishes an annual report on international crises.

## **Our Goals**

1. Construct the communication and information media between individuals and organizations.
2. Create a clear scientific environment with knowledge, media, and public relations in the present and in the future.
3. Deliver the appropriate information to the right person at the right time.
4. Find mechanisms of communication between the media, informations world and the decisions makers.
5. Provide a valuable service in communication, in media and in informations field.

## **Consulting**

1. Construct the structures of public relations departments and corporate communications.
2. Consultancy in crisis media managing.
3. Create internal communication networks for institutions.
4. Create and manage Media, Election, and the Public Relations Campaigns (PRC).
5. Create strategies for internal and external communications.
6. Evaluate the programs of institutional communications and the Public Relations.
7. Formulate and Edit the media marketing articles.
8. Habilitation of the Spokesmen, experts in corporate communications and Public Relations.
9. Provide consultancy to build a Mental Image (MI) and create a Reputation Management (RM).

## **Training**

1. Analyze Media Content (AMC).
2. Build the Mental Image (MI) and the Reputation (MIR).
3. Create Media Habilitation Programs (MHP).
4. Dealing under Pressure and Negotiation (DPN).
5. Planning and Manage Media Campaign (MMC).
6. Public Relations Researches (PRR).
7. Social, economic and politic Impacts of Public Relations (IPR).
8. Sponsorship and Communication Marketing (SCM).
9. Strategies of Corporate Communication (SCC).
10. Role of the Rhetoric Language in the Reputation (RLR).

## **Contact us**

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