

PPA COMPANY
PROFILE



**THE
WORLD
IS OUR
PLAYGROUND**

events

marketing

consultancy

communications

commerce

DIVERSITY IS OUR STRENGTH



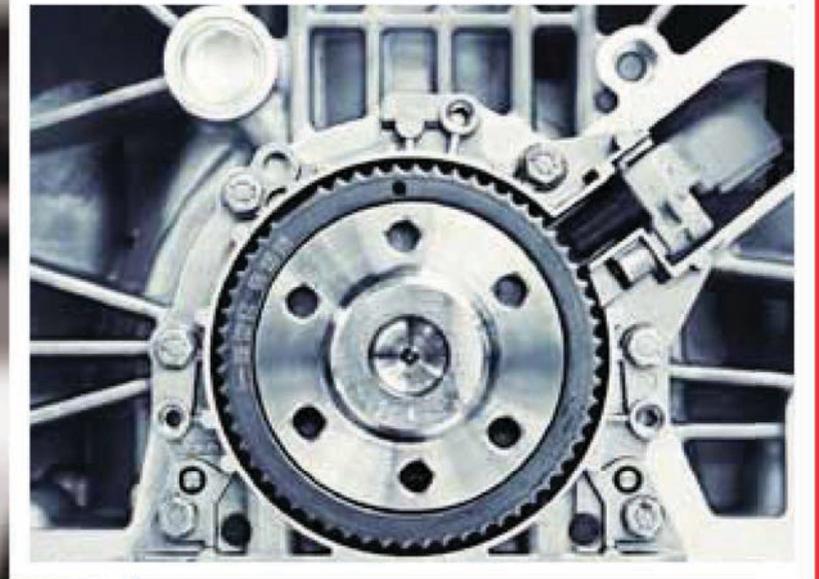
PERSIAN PADENA ARAD Co.

PPA was founded in 2006 and it has been involved in educational counseling, educational services and student recruitment since then. In addition, PPA have been holding events, exhibitions and conventions for those interested in studying abroad inside and outside of Iran. **PPA is divided into three divisions:**

- Recruitment & Education Service Division (RED)
- Education Events Management Division (EEM)
- Solution Center Division (SC)



OUR
PASSION
EXCELLENCE



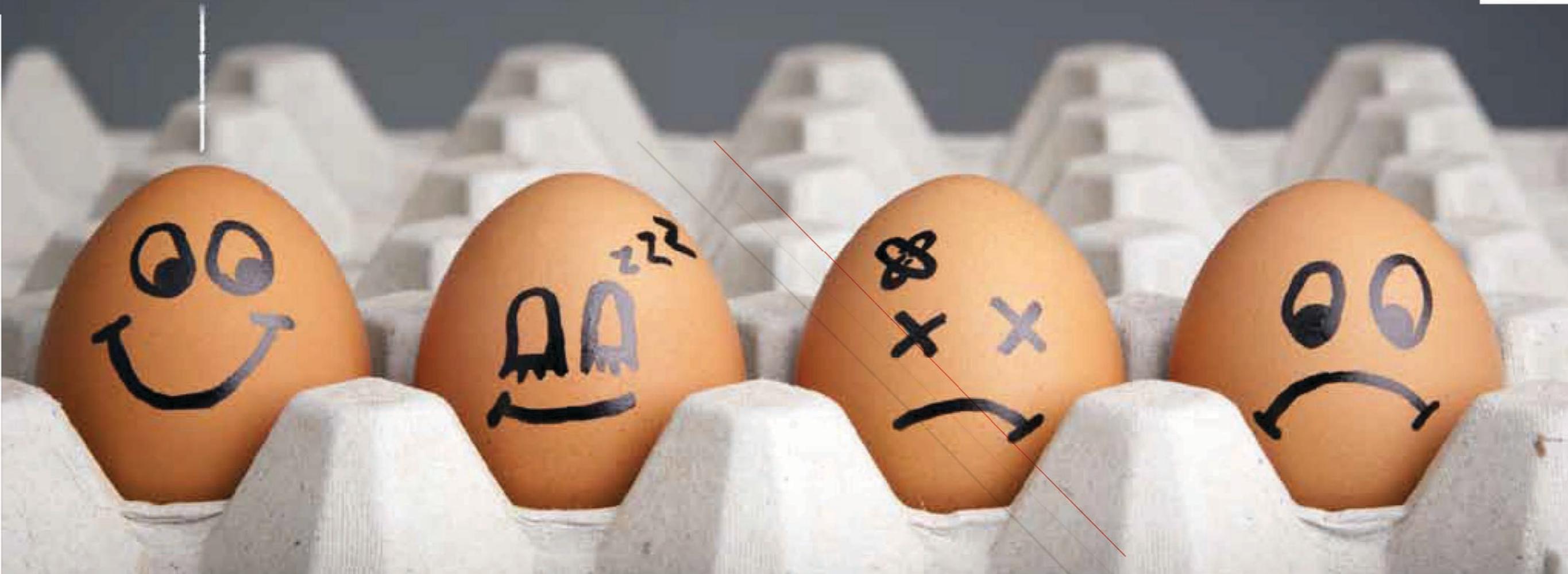
PPA's Philosophy

Even though various services are provided by PPA, its Management has made every effort that all three sections provide the clients with the services needed. PPA's philosophy lies in the following parts:

- Cooperating with educational institutes, governmental institutions and other organizations
- Strategy and technology development and other creative activities
- Maintaining contact with its clients in the long run

It is worth mentioning that all PPA's managers and clerks are well-trained, meaning that they are able to take appropriate measures in order for the organization to get best results and act economically and creatively in the world of business.

RECRUITMENT & EDUCATION SERVICE



PPA Areas of Expertise

These areas are categorized as:

- Recruitment & Education Services
- Education Events Management
- Solutions Presentation

The Recruitment & Education Service Division is located in Tehran and equipped with years of experience in educational counseling, educational planning, choosing right programs, recruiting students and providing students in the destination country with appropriate services and help. By doing so, it has been successful in keeping its clients satisfied.

EDUCATION EVENTS MANAGEMENT

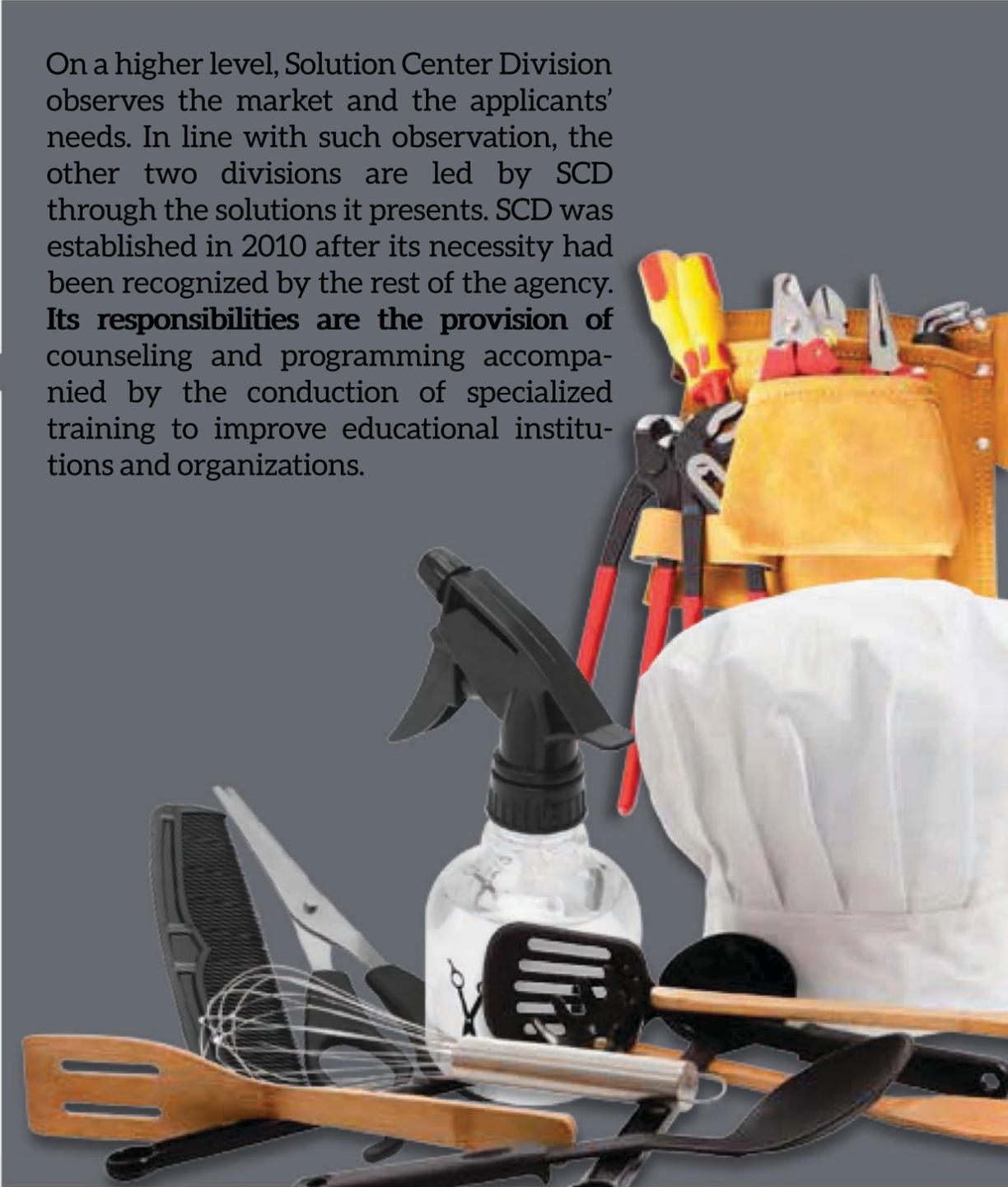
EEM Division is responsible for programming, holding marketing campaigns, events, exhibitions and workshops. This division has attempted to help potential applicants choose right educational institutions. EEM also deploys its skills in informing the right clients at the right time, of what they really need to know. Also, it is always ready to hold educational exhibitions and events in different cities of Iran like Tehran, Shiraz, Mashhad, Isfahan and etc.

By the help of professional techniques, EEM has been able to identify consumer segments and come up with creative solutions in marketing, budget management and holding well-organized events.

SOLUTION CENTER

On a higher level, Solution Center Division observes the market and the applicants' needs. In line with such observation, the other two divisions are led by SCD through the solutions it presents. SCD was established in 2010 after its necessity had been recognized by the rest of the agency. **Its responsibilities are the provision of counseling and programming accompanied by the conduction of specialized training to improve educational institutions and organizations.**

09



10



PPA

6 CORE OFFERINGS

PERSIAN
PADENA
ARAD
DIVISION



PROJECT MANAGEMENT

- Large scale logistics
- Street closure & police liaison
- Crowd control & security
- Risk management
- Talent coordination
- Language translation
- Freight & shipping



MEDIA REQUIREMENTS

- Press conference setup
- Outside broadcasts
- Web-casting
- Media kits (design & generation)
- Video news releases
- Printing



EVENT MANAGEMENT

- Invitation database management
- RSVP management
- Menu design & creation
- Venue sourcing
- Element sourcing
- Critical time lines
- Run sheets
- Contractor management



CONFERENCE SUPPORT

- Technical management
- Speaker support
- Staging
- Audio design
- Audio visual
- Web/lan/computer



DESIGN & CREATIONS

- Environment design
- Project design
- Venue design/ theme
- Stage design
- Lighting design
- Script development

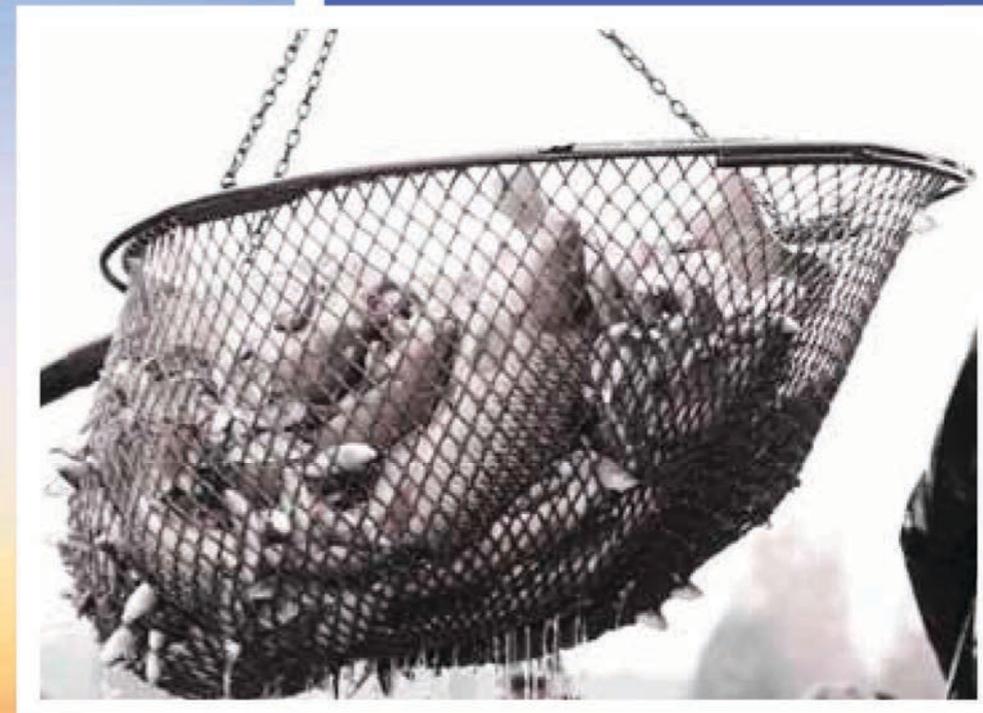


PRESENTATION

- Graphics
- Invitation design
- Corporate & marketing videos
- PowerPoint/ HTML/ Flash
- Website creation
- Conference handouts



NOTHING
HAPPENS
BY CHANCE



EVENT METHODOLOGY

No project is done without prior planning in PPA. Projects' success is the result of our engineers' experience and creative methods. It is already taken into account that deficiencies, unnecessary expenses, complicated programming and unpredicted delays increase the risk of failure and **events' objectives will not be met.**

Therefore, our engineers' years of experience in the job and their knowledge have been used to develop a new approach regarding services available to clients and events.

Flexibility is a prominent advantage of such approach leading to holding fruitful events in education and business areas.

RECRUITMENT PERMIT & MEMBERSHIP



PPA Membership

According to Ministry Science Research and technology (MSRT), all recruitment agencies are required to get a work PERMIT from this ministry prior to action. PPA has been equipped with such permit and been a board member of Iranian Society of Student Recruitment Institutions (SSRI).

مالزی

سمینار آشنایی با
دانشگاههای مالزی

Education MALAYSIA
mepc@elm.ae

reXpo
پرشین پادنا آراد
با مجوز وزارت علوم تحقیقات و فناوری

شرکت در سمینار
رایگان

۸ و ۹ آبان ۱۳۹۰

هتل هما شیراز

ساعت ۱۱ لغایت ۱۸

۱۱ و ۱۲ آبان ۱۳۹۰

هتل پردیسان مشهد

ساعت ۱۱ لغایت ۱۸

شیراز

مشهد



● با حضور ۱۰ دانشگاه برتر مالزی
در مقطع تحصیلی پیش دانشگاهی و کارشناسی در کلیه رشته ها

● جوایز ثبت نام کنندگان

iPad - iPhone

● ارتباط مستقیم با مسئولین دانشگاه ها
و کسب اطلاعات در خصوص رشته ها و هزینه ها

ثبت نام آنلاین

ثبت نام تلفنی

Yes2Malaysia.ir ۰۲۱ ۸۸ ۲۴ ۴۴ ۲۰ - ۲۱

Complementing our creative services, we provide specialized high quality printing deliverables for:

- Business Cards
- Vehicle wrapping
- Presentations
- Expo materials (banners, pop-ups, buntings)
- Brochures & Annual Reports
- Marketing materials (flyers, posters)

مالزی

همایش آشنایی با
دانشگاههای مالزی

حضور در همایش رایگان
اخذ پذیرش تحصیلی رایگان
امکان دریافت بورس تحصیلی
برای مقاطع مختلف

reXpo Education MALAYSIA

شیراز ۳ و ۴ آذر ماه ۱۳۹۳
ساعت ۱۴ تا ۲۰
هتل هما شیراز

برای زمانبندی و پاسخگویی، ثبت نام الزامی است

ثبت نام تلفنی

۰۲۱ ۸۸۲۸۹۸۸۴ - ۵

ثبت نام اینترنتی و اطلاعات بیشتر
www.PPARAD.com

مالزی

همایش آشنایی با
دانشگاههای مالزی

reXpo Education MALAYSIA

Education MALAYSIA
OFFICE IN DUBAI

تهران
هتل پارسین اوین
۶ و ۷ آذر ماه ۱۳۹۳
ساعت ۱۴ تا ۲۰

شیراز
هتل هما شیراز
۳ و ۴ آذر ماه ۱۳۹۳
ساعت ۱۴ تا ۲۰

reXpo

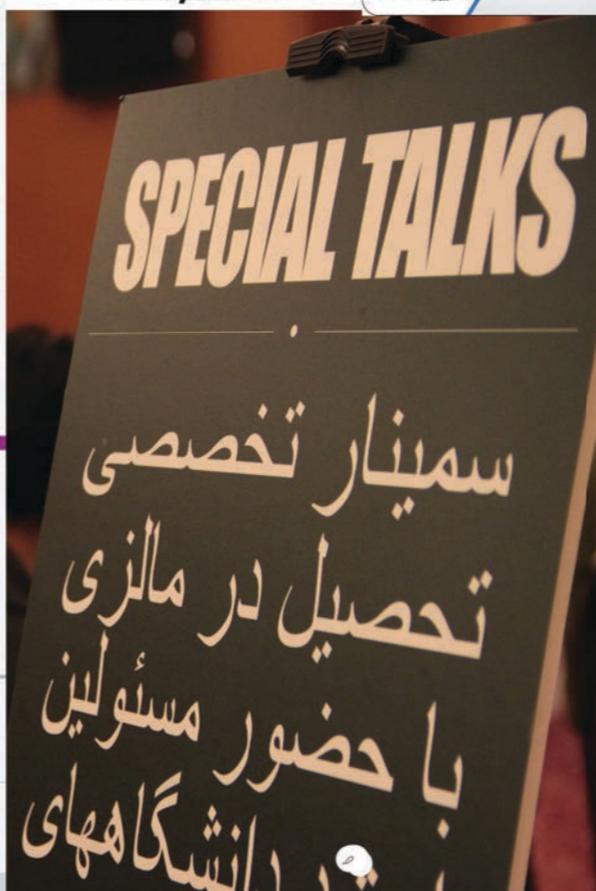
حضور در همایش رایگان
اخذ پذیرش تحصیلی رایگان
امکان دریافت بورس تحصیلی
برای مقاطع مختلف

- شرایط و نحوه دریافت ویزای مالزی
- با حضور دانشگاه های برتر مالزی
- در کلیه مقاطع و رشته های تحصیلی
- ارتباط مستقیم با مسئولین ارشد دانشگاه ها
- کسب اطلاعات رشته ها و هزینه های تحصیلی
- آزمون رایگان تعیین سطح زبان انگلیسی
- سمینارهای جنبی در خصوص تحصیل و زندگی در مالزی توسط مسئولین دانشگاه های مالزی

برای زمانبندی و پاسخگویی، ثبت نام الزامی است

ثبت نام تلفنی ۰۲۱ ۸۸۲۸۹۸۸۴ - ۵

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www.PPARAD.com



01

CUTTING EDGE CREATIVE SERVICES



Every design of your business, from the logo, business card, brochure, website and advertisement should and must carry the identity of your brand in the most professional manner. The solutions provided by our Creative Department include:

- Corporate identity design
- Business card design
- Logo design
- Email templates & signatures
- Marketing flyer and poster designs
- Corporate materials design (invoice, letterhead, folders)
- Advertisement designs
- Powerpoint and Prezi presentation designs
- Exhibition materials design (banners, pop-ups, buntings)
- Customized marketing materials
- Billboard design
- Company portfolio design
- Exhibition booths and pavilion designs

WHY GO SOCIAL

You get to see your target market, up close and personal and the social media platform allows you to find customers that you didn't know existed

NEW CUSTOMERS

78% Of small businesses now get at least one quarter of new customers via social media

61% Of young people refer to social media to decide where to go when they go out

LOTS OF OPTIONS



TWITTER



INSTAGRAM



FACEBOOK

NEW CUSTOMERS

200 Million Twitter has 200 million active users.

1 Billion Facebook boast 1 Billion active users.

243 Million Instagram is gaining ground with new users everyday.

01

DIGITAL MARKETING TECHNOLOGY



Our social marketing services allows for our clients to share messages and content across social networks in a seamless, natural and most updated/current manner. We will be able to embark on viral campaigns through social channels and track the social activities back to relevant expected results (according to client business needs) - in terms of purchases, orders, information requests and conversations.

Social media being a dynamic marketing platform, providing you solutions that are beyond the conventional are important to achieve successful results. In this regard, our digital marketing team are ready to support clients with customized approaches and features - giving the extra edge in the digital world. Services our team can readily provide are:

- Facebook Application Development : Increase Fans and engagement whilst building a database directly from Facebook
- Viral and Conversation Marketing : Engaging potential clients
- Social Media Marketing & Advertising : Strategic campaigns
- Social Media Applications : Facebook Apps
- Social Media Consultancy : Navigating in the Digital Jungle



01 INTERNATIONAL GALA DINNERS



02 GLOBAL EXPOSITIONS



03 MEDIA BRIEFINGS PRESS CONFERENCES



04 INTERNATIONAL CONFERENCES SEMINARS AND PREVIEWS



05 EXPOSITION CONSTRUCTION EQUIPMENT & ENHANCEMENT



06 GLOBAL WORKSHOPS FOCUSED EVENTS





TRANSFORMING
EVENTS^{INTO} GLOBAL
SOLUTIONS

PERSIAN PADENA ARAD Co.

Unit # 7, No. 120, South Bahar St., Taleghani St., Tehran, IRAN

Telephone: +98 21 8828 98 84 Fax: +98 21 8828 98 85

www.PPARAD.com