

What's On

IAA honors managers of advertising departments



The International Advertising Association (IAA) recently honored the managers of advertising departments of daily newspapers, weeklies and monthly magazines in appreciation of their efforts and continued cooperation and support for the activities of the International Advertising Association and outstanding success gained by the IAA during 2017.

The participants in the ceremony were welcomed by the president & board members of IAA. The dinner banquet was held at the Symphony Style Hotel. Then president of the IAA, Kuwait Branch, Walid Kanafani spoke on behalf of the association. In his speech he paid tribute for the continuous support and cooperation believing in the goals of the association as well as its role to enhance relations among the dailies, magazines and the advertisement agencies. At the end of the ceremony all participants were given mementoes and wished success for such future occasions.



Gulf Bank Diamond Sponsor of Gulf University's Career Fair

Gulf Bank will participate in Gulf University for Science and Technology's (GUST) Career Fair as a Diamond Sponsor. The Career Fair, aimed at connecting students and alumni with potential career opportunities, will take place today and tomorrow at the university's campus in Mishref. Gulf Bank's participation and support of the Career Fair comes in line with its commitment to attract young Kuwaiti talent by being the employer of choice, reinforcing its role in supporting Kuwait's youth and the development of Kuwait's economy.

During the fair, Gulf Bank will be represented by a team from its Human Resources department at its dedicated booth. A seminar to help guide students on how to present their CV will include tips on what is important to overcome the personal interview. Students interested in working in the banking sector will receive in-depth knowledge about the Bank's renowned program AJYAL, a graduate development program dedicated to developing potential bankers for the Bank and for Kuwait. They are invited to have informal open discussions with the Human Resources team regarding banking career opportunities.



Gulf Bank will liaise with graduates, students, and alumni to offer the opportunity to apply for internships, full-time, and volunteer positions on the spot. The Bank will share its services, market insights, advice, and will collect CVs and help students apply online for possible job opportunities by conducting on-site interviews with candidates.

Salma Al-Hajjaj, the General Manager of Human Resources at Gulf Bank, said, "We're proud to be a Diamond Sponsor of the GUST Career Fair, where we have the chance to meet some of the best and brightest students in the country. We at Gulf Bank are committed to supporting Kuwaiti youth as well as the development of our economy."

Hajjaj continued, "Students can rest assured that we at the Bank are committed to supporting them as they start their working careers and that the Bank is the employ-

er of choice, placing its human capital at the forefront of its business investment. We are very much looking forward to welcoming ambitious new employees to our workforce very soon."

Gulf Bank remains strongly committed to supporting youth events and initiatives to help empower the next generation of Kuwaitis and contribute to the enhancement of the country's economy, reaching out through ongoing programs, which provide encouragement and support during their education, by providing practical, superior services, and attractive promotions designed specifically for the younger generation. Most recently, the Bank was also a Diamond Sponsor of the College of Business Administration's Career Fair, which took place on 15 and 16 March at the Kuwait University campus in Shuwaikh.

NBK celebrates Moms with live radio event

National Bank of Kuwait builds lasting and loyal relationship with customers by providing new and innovative activities, events and promotions. On the special occasion of Mother's Day, NBK organized a radio activity that included a live, on-air competition and many valuable prizes.

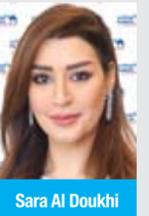
The NBK Mother's Day event was held on Radio FM 88.8 Kuwait Pulse in Diwaniyat Al-Yaqout and Al-Ansari with hosts Talal Al-Yagout and Khaled Al-Ansari on March 19, 2018. Listeners had the opportunity to win valuable prizes from popular brands including Abriez, Beidoun, Brigitte Khoury Beauty Lounge, Gizele, M Flowers, Six Senses Spa and ITL World.

Questions for the competition focused on the popular NBK Laki Titanium Mastercard Credit Card, which is especially designed for women. Listeners enjoyed the event which also included a live interview with Sara Al Doukhi, Consumer Banking Group, National Bank of Kuwait, who spoke about the Laki

Titanium Credit Card and the benefits it offers to female consumers.

"NBK recognizes the role mothers play in all facets of Kuwait's society. Laki Titanium is the perfect card for moms because it was custom designed with special promotions and offers that specifically target women's needs," said Al Doukhi. Some of the benefits offered by Laki Titanium exclusively for women include: complimentary airport lounge access, free valet parking, concierge service, flexible repayment options, free travel insurance, cash advance, and access to many reward offers and promotions.

NBK Laki Titanium Mastercard holders enjoy a glamorous, high-end lifestyle with dining, travel and shopping, all made easier with customized offers from NBK Rewards and Mastercard. Laki Titanium card holders receive 20% off Careem rides; offers at hundreds of restaurants, attractions, cafes and more not just in Kuwait but in the Middle East and Africa. The NBK Laki Titanium Mastercard credit card is the first card of its kind in Kuwait, designed exclusively for today's modern woman.



Sara Al Doukhi

CBK visits Al-Raja Special Education School



Within the activities of its 7th 'Ya Zien Torathna' campaign, the Commercial Bank of Kuwait (CBK) recently organized a visit to Al-Raja Special Education School for Boys. Commenting on the visit, CBK's assistant manager for PR and publicity, Amani Al-Wer'a said that the visit emphasizes the bank's keenness on showing abundant care to people with special needs as an integral part of the society. Al-Wer'a added that the visit included an educational documentary about ancestors' traditions, old habits and some of the old Kuwaiti terminology they used. She also said that special competitions were held in addition to a workshop for craftsman Jamal Al-Ali.



McDonald's: The best in quick service food sector

For the seventh time in its history, McDonald's Kuwait has nabbed first place in the quick service food category from Service Hero, the only customer satisfaction index in the region which held its latest edition of the awards at the annual ceremony last month to honor the top service providers across Kuwait.

Commenting on this latest achievement, Luai Al-Kilani, Vice President of McDonald's Kuwait said, "This award is

a special honor that we are extremely proud of, as it is based on the public's vote and demonstrates just how much trust our customers have in us and the quality of our service. We have always sought to offer our customers the one-of-a-kind McDonald's experience, which guarantees them the highest quality food and the best customer service at all touch points."

This year, the customer satisfaction index included companies from across 15 different industries and sectors. Companies in each category were evaluated and assessed using eight different service dimensions, namely: reliability, speed, product quality, value, location, staff quality, call center and website. It serves to note that this marks the seventh time that McDonald's has ranked at the top of the fast food category, since the launch of the index back in 2010 - demonstrating yet again the brand's leadership within the local market.

