



ALTAQADOM

INFLUENCING BY INSPIRATION



**COMPANY
PROFILE**

**INFLUENCING
BY INSPIRATION**

**Your Premier Marketing & Events Partner in
the UAE and the Arab Region.**



INFLUENCING BY INSPIRATION

Where Creative Vision Meets Strategic Excellence

ABOUT US

OUR PURPOSE

INSPIRING CHANGE, INFLUENCING SUCCESS

At the heart of our success lies an extraordinary team of young visionaries who inspire and elevate brands through cutting-edge marketing strategies and event management solutions. With a commitment to creativity and precision, at **ALTAQADOM** we are dreamers, innovators, and problem-solvers, bringing boundless energy and fresh perspectives to every project. Our strength lies in our diversity of thought and skills, unified by an innovative approach that enables us to push creative boundaries. Each team member contributes unique expertise to our vibrant mosaic of talents, keeping us ahead of trends and committed to the highest standards of excellence. We take pride in our ability to think differently, move quickly, and adapt seamlessly to the ever-evolving digital landscape. When you partner with us, you're not just getting a service provider—you're joining forces with a passionate team dedicated to turning aspirations into achievements.

We're your partners in reshaping what's possible.

MISSION

We inspire and influence positive transformation through innovative marketing strategies, solutions, and memorable events that elevate brands in the **UAE** and the **Arab Region**. Our mission is to:

- Ensuring maximum return on your marketing investment
- Develop campaigns that drive engagement and resonate with audiences.
- Craft influential events that leave lasting impressions.
- Transform ideas into inspiring success stories, exceeding client expectations.

We aim to exceed expectations, drive growth, and inspire lasting impact through strategic, tailored services.

VISION

- **To be the UAE's** most inspiring marketing force, shaping extraordinary brand experiences and revolutionizing market impact. We are committed to setting industry benchmarks through innovation, fostering influential partnerships, and establishing a legacy of inspired growth and success.

WHO WE ARE?

With extensive experience in education and academic programs marketing, **ALTAQADOM** is newly established in the UAE but brings together a passionate dedicated team with nearly **25 years of experience** across various marketing fields. A significant focus of this experience is within the higher education field.

We're more than marketing strategists, we're your growth partners, creative confidants, and success catalysts. Our passion for innovation is boundless, our commitment to excellence is unwavering, and our drive for results is relentless. We don't just meet industry standards; we redefine them, pushing the boundaries of what's possible in marketing and event management.

What sets us apart is our artisanal approach to marketing. We reject one-size-fits-all solutions, instead meticulously crafting tailored strategies that capture each brand's unique essence. Our methodology combines time-tested wisdom with cutting-edge digital innovation, ensuring extraordinary outcomes every time.

Partner with **ALTAQADOM** to experience strategic brilliance, creative excellence, and relentless dedication. In a world of the ordinary, we deliver the extraordinary turning your vision into victory, your goals into achievements, and your brand into a legacy.



We elevate your journey, as your future success is our present mission.



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—
"In the race for
excellence, there is no
finish line."

**Sheikh Mohammed bin
Rashid Al Maktoum**



OUR SERVICES

MARKETING

With comprehensive market research, competitor analysis, and target audience profiling, we develop customized marketing plans that align with your business objectives. We evaluate your current marketing efforts, identify growth opportunities, and create actionable strategies that deliver measurable results, ensuring maximum return on your marketing investment.

DIGITAL MARKETING

Customized strategies that drive engagement and growth, through multichannel integration, including branding, social and digital media marketing, SEO, content creation, email marketing, E-commerce Marketing and more.

EVENT MANAGEMENT & ORGANIZING

Comprehensive planning, execution, and organizing of exhibitions, conferences, educational and university fairs, and community events that resonate with industry needs. We create tailored experiences that align with your organizational goals, ensuring impactful and memorable engagements.

DIGITAL SOLUTIONS

Advanced website design, mobile apps, educational technologies, and more to enhance your digital footprint and engage audiences.

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“Doing business without marketing is like winking at someone in the dark. You know what you are doing, but nobody else does.”

Steuart Henderson Britt

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HOW WE DO THAT?

- At **ALTAQADOM**, we craft impactful marketing strategies that drive results by deeply understanding each client's market and unique business goals. Our process begins with comprehensive market analysis, where we research industry trends, competitor positioning, and customer behavior to uncover valuable insights. This enables us to identify key opportunities and create a roadmap for success to deliver tailored solutions to each market segment while optimizing our marketing resources and maximizing return on investment.

- **We specialize in** precise market segmentation and targeting, breaking down large audiences into focused groups based on demographics, interests, and behaviors, by sharpening these target segments, we design customized campaigns that resonate with the right people.
- **Our market approach** is a balanced mix of innovative digital and traditional strategies, tailored to each client's needs. We ensure that your brand stands out through personalized brand messaging, smart use of marketing channels, and a compelling value proposition.

With ALTAQADOM, every marketing move is optimized to achieve measurable growth and customer loyalty, empowering businesses to lead in their industries.



**“THE BEST WAY TO PREDICT
THE FUTURE IS TO CREATE IT.”**

Peter Drucker

A decorative graphic in the bottom left corner consisting of several overlapping circles of varying shades of blue and grey, creating a modern, abstract design.

WHY CHOOSE ALTAQADOM?

- We seamlessly blend creativity with data-driven insights to create campaigns that are as impactful as they are inspiring. Our approach is tailored and strategic, At **ALTAQADOM** we ensure that each campaign resonates with audiences and delivers measurable results.

- Companies that invest in market research are **466%** more likely to be successful in their marketing initiatives.

- Businesses that practice customer segmentation report a **760%** increase in revenue compared to those that don't segment their market.

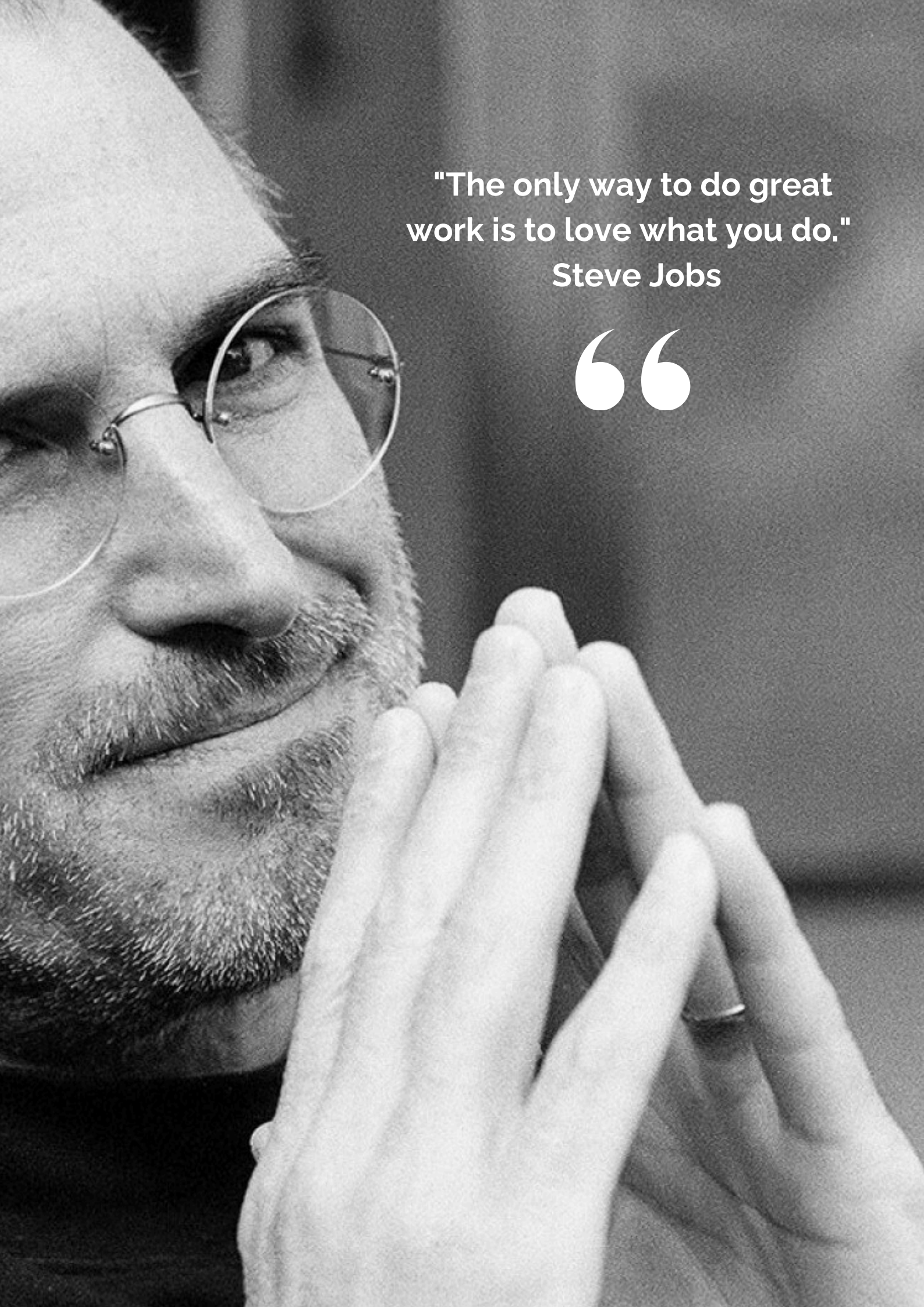
- Businesses investing in digital transformation experience up to **451%** more qualified leads



**ALTAQADOM BRINGS THAT ADVANTAGE TO
EVERY CLIENT**

**WHEN YOU CHOOSE ALTAQADOM, YOU'RE
INVESTING IN A PARTNERSHIP THAT VALUES
YOUR GOALS AS MUCH AS OUR OWN.**



A black and white close-up photograph of Steve Jobs. He is wearing his signature round glasses and has a beard. His hands are clasped together in front of his face, with his fingers interlaced. The background is a dark, out-of-focus grey.

"The only way to do great work is to love what you do."

Steve Jobs

“

THANK YOU



Telephone

+971-5656-53872 | +20 155 808 5676



Website

www.altaqadom-uae.com

