

SPECTRUM

APRIL 2023 THE PRISM NEWSLETTER ISSUE 17

Hi,

We are into its second quarter of 2023, and the year isn't "New" anymore though the excitement lingers. The first quarter of the year had been quite dynamic, fulfilling, and inspiring—to use modest terms. Apart from the enthusiasm—as well as the additional responsibilities—of creative engagements with new clients, the first three months marked a period that offered the Prism team the much-needed motivation and energy to push ahead in full steam till the next New Year dawns on us. We're referring specifically to the value-added staff training workshop and high decibel office party organised by Prism.

Looking forward to attending many more such events!

Happy Reading!

PRISM ADVERTISING TEAM GETS A SKILLS BOOST AT THE FRICTIONLESS SALES AND SERVICE WORKSHOP

The creative strategists at Prism Advertising's Dubai office attended a dynamic training workshop on 17th February 2023 led by Dr Judy Thomas, the CEO of Judy Thomas Business Coaching & Consultancy. The training was held at the grand India Club in Dubai, where all the staff members honed their skills in "frictionless sales and service."

The workshop consisted of multiple fun-filled and interactive sessions that offered the attendees a unique opportunity to learn from one of the best corporate trainers in Dubai. Dr Judy Thomas delivered the training with great enthusiasm and energy, engaging the participants in various team activities and group discussions.

The training workshop offered the entire team an intensive learning experience, with a strong focus on practical solutions for improving sales and service. The team activities were designed to promote productive collaboration, meaningful communication, enhanced efficiency, and problem-solving skills, which helped the attendees appreciate the importance of working together as a team.

The key message was that every member of the team—irrespective of department and designation—has a role to play in ensuring the delivery of quality services to the clients, and consistent growth of Prism. And, to achieve this, every member needs to develop the right attitude, skills and collaborative spirit.

One of the highlights of the training was the online

assignment that was given to all the participants. The assignment was designed to enable each staff member to apply the concepts learned during the training in real-life scenarios. It was a great way to ensure that the attendees retained what they learned and could use it in their daily work.

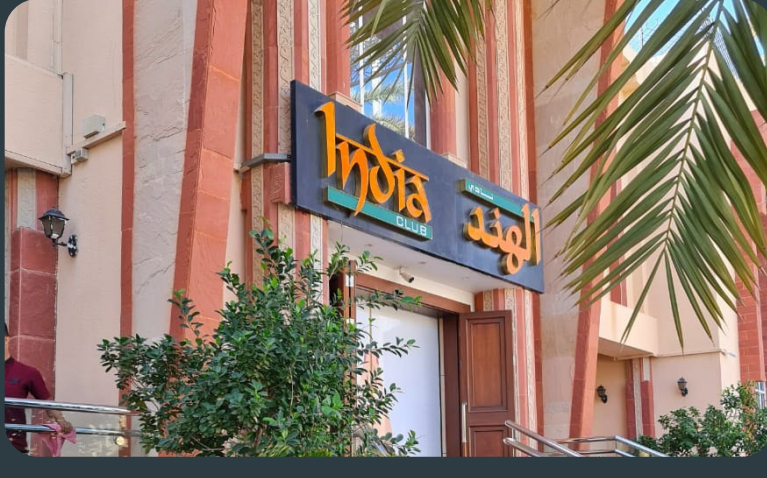
After the training session, the participants enjoyed a sumptuous lunch, which was an excellent opportunity for the team to network and discuss further the concepts and strategies that were introduced to them at the training session.

Overall, the training was a great success, and the participants left feeling motivated and emboldened. The training has equipped them with the necessary skills and knowledge to improve their skills in sales, client service and creative thinking, this is sure to have a positive impact on the business.

The management of Prism Advertising is always committed to investing in its employees' development and ensuring that they have the necessary skills to not just succeed but excel in their roles. The training workshop was a testament to this commitment.

We would like to extend our sincere thanks to Dr Judy Thomas for delivering an exceptional training session. It was a truly memorable experience for all of us at Prism Advertising.

PICS THAT SPEAK ...



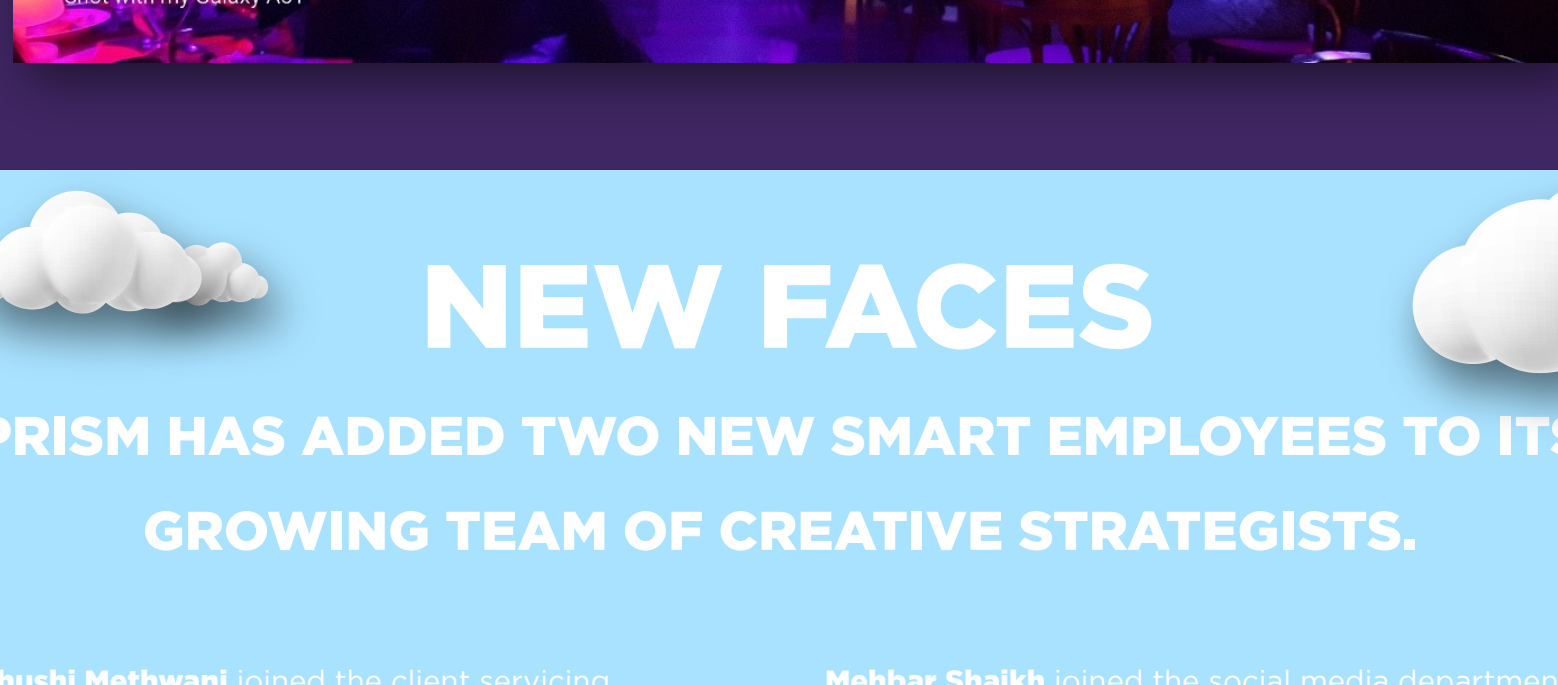
ROCKING ANNUAL OFFICE PARTY AT THE IBIS DUBAI

Now, let's talk about an evening filled with food, fun, frolic and gifts. The day was 16th February 2023. A Thursday eve, not the ideal day to host a no-holds-barred annual office party, though, with a training session scheduled for the next day. However, the super success of the function held at the Ibis Hotel in Dubai, and attended by all, simply proved that it's the partying spirit that matters, not the days!

The party kicked off with an impressive spread of unlimited drinks and mouth-watering food, prepared by the talented chefs at the Ibis Hotel. The menu featured a variety of dishes, ranging from international cuisine to local delicacies. Every type of taste buds was satisfied. The staff members were thrilled with the excellent selection of unlimited food and beverages.

As the evening progressed and entered the late hours, the party only got better. The live, upbeat music and the high spirits together had an immediate effect with many moving to the groove with total abandon. The party continued well into the wee hours of the next day, with staff members enjoying the festivities to the fullest. Exciting gifts were distributed among the team members, adding to the joyous vibes.

The atmosphere was truly electric and offered a beautiful break from the usual work routine at Prism. It was a great way for everyone to bond and strengthen their relationships outside of the workplace. The event was also a testament to Prism management's commitment to making working for the agency fun, fulfilling, inspirational and rewarding for every employee.



NEW FACES

PRISM HAS ADDED TWO NEW SMART EMPLOYEES TO ITS GROWING TEAM OF CREATIVE STRATEGISTS.

Vidhushi Methwani joined the client servicing department as a senior account executive. Her skills and experience are sure to add value to Prism's client servicing department.



Mehbar Shaikh joined the social media department as a social media executive. She brings with her high-end expertise in the social media and digital marketing fields.

