



Dubai Summer Surprises presents...

DSS Apprenticeship Program 2015

STRATEGIC PARTNER

THE EMIRATES ACADEMY

In academic association with Ecole hôtelière de Lausanne



مفاجآت صيف دبي
Dubai Summer Surprises

مؤسسة دبي للمهرجانات و التجزئة
DUBAI FESTIVALS & RETAIL ESTABLISHMENT

إحدى مؤسسات دائرة السياحة والتسويق التجاري - حكومة دبي
An agency of the Department of Tourism and Commerce Marketing - Government of Dubai

DSS Apprenticeship Program 2015

100 Universities

20 Countries

A Decade of Learning, Creativity, and Success

The Apprenticeship Opportunity of a Lifetime!

About Dubai Summer Surprises

With the Arabian summer almost upon us, the Middle East's most eagerly anticipated summer shopping festival – Dubai Summer Surprises (DSS) – gets ready to bring a welcome gust of refreshing excitement and bright cheer to Dubai.

The spectacular highlight of the city's summer calendar features non-stop celebration, and an endless stream of exciting surprises. DSS 2015 promises to be bigger than ever with a refreshing calendar of events, attractions and activities for the entire family.

What is the DSS Apprenticeship Program?

- Organized by the Dubai Festivals and Retail Establishment (DFRE), the DSS Apprenticeship Program offers winning students the golden opportunity to build valuable corporate skills by training alongside talented experts who are responsible for putting together DSS – one of the most successful tourism and commercial events in the world.
- Students from leading universities are asked to compete on the basis of written essays and strategic input that would lead to the enhancement of DSS and destination Dubai.
- Given the opportunity to participate in this exciting event, students will learn to work with the best, execute complex campaign strategies, and get the chance to work behind the scenes right from the beginning of the much-awaited month-long festival.

What's New?

- To mark its 10th edition, the DSS Apprenticeship Program is going global for the very first time by adding India, Russia and China to its growing roster of participating markets, bringing the total number of invited universities to a spectacular 100 across 20 different markets.
- The 2015 edition of the program will be bigger than ever with 20 of the brightest minds coming together in Dubai to experience one of the greatest tourism marketing success stories of the region.
- In 2014, the program received a Gold accolade for "Best Educational Program" at the prestigious IFEA Pinnacle Awards.

A Word of Guidance

H.E. Laila Suhail – DFRE Chief Executive Officer

10 Years of Nurturing the Best Young Minds

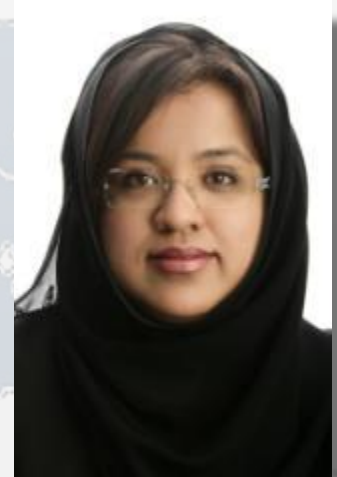
The 10th edition of the DSS Apprenticeship Program is a great affirmation of our commitment to successfully tap into the potential of our greatest resources – the youth.

To mark this milestone anniversary, we are looking forward to widening the horizons of the program on a global level by welcoming three new markets - India, Russia and China, which brings the number of participating countries to 20 – the largest ever in the history of the program.

As a powerful platform of cultural exchange and professional development, the DSS Apprenticeship Program is unrivalled in its reach and ability to offer students the chance to develop real-life strategic thinking skills and deepen their practical knowledge within their chosen degree programs.

We are pleased to continue our strategic partnership with The Emirates Academy of Hospitality Management, one of the world's leading hospitality business management schools, managed by Jumeirah Group, the global luxury hospitality company and a member of Dubai Holding who are housing the students during their entire stay in Dubai.

We look forward to warmly welcoming our young apprentices once again.



A world map with a light blue background. The Middle East region, including countries like Saudi Arabia, Iraq, and the Gulf states, is highlighted in a darker blue. The rest of the world is shown in a very light blue/grey tone.

2014 WINNERS

When asked what they would do differently if they became
Chief Marketing Officer for Dubai Summer Surprises

Here is what last year's winners had to say...

Sarah Makki

The Emirates Academy of Hospitality Management
UAE



“As Chief Marketing Officer for DSS, I will mainly focus on promoting the event via social media channels and also reintroduce the weekly surprises through new additions. I would organize a competition where fans are invited to post relevant pictures throughout DSS. Participants will be encouraged to use the hashtags #MyDubai and #DSS as a source of communication.”

Fatemah Jamal Al-Lail

Dar Al-Hekma University
KSA



“I would use entertainment, especially theatricals as the basis of my tactical campaign. This would ensure that Saudis who already love Dubai continue to enjoy their stay. In addition to various concerts, other options could include showcasing upcoming movies and possibly comedy entertainment with first-time stand-up international performers.”

Abdulaziz AlSabah

Australian College of Kuwait
Kuwait



“As Chief Marketing Officer for DSS, I would strengthen the popularity of the event in Kuwait by collaborating with a Kuwaiti non-profit organization called ‘Proud to Be Kuwaiti’ (P2BK), which aims to support Kuwaiti youth and SME projects in Kuwait. The organization not only boasts a wide reach, but also has a specific focus segment, which is the Kuwaiti youth. Additionally, DSS will outshine and distinguish itself from its competitors in Kuwait, if the team creates an annual calendar of events tailored specially for Kuwait, similar to those hosted by P2BK.”

Ahmed Median

Mediterranean School of Business
Tunisia



“To get the domestic audience interested in DSS, I would develop a marketing reinforcement program for travel agents in Tunisia, where they would attend local workshops to emphasize Dubai as an exciting summer and shopping destination. Following this, my DSS team and I would coordinate with travel agents to design discounted packages to stay ahead of competition with other popular destinations. The package could be tailored to include offers wherein, with their flights, visitors can enjoy special hotel rates in Dubai along with free tickets to attend key DSS events.”

Ali Al-Farsi

Sultan Qaboos University
Oman



“I would promote DSS in Oman by creating an e-portal labeled ‘Welcome to DSS’. This portal would be an electronic communication system that links all marketing activities of DSS using several online programs. It will be designed as the main gateway of electronic services offered by DSS to provide rich, personalized and highly customizable information to all its users. This e-portal will include e-services such as live chat options with DSS agents, allowing the users to get instant answers on DSS-related inquiries. This strategy would further enhance and uplift DSS as an advanced and innovative brand.”

Aya Jardaneh

Jordan University
Jordan



“As Chief Marketing Officer, I would implement a number of promotions in order to engage visitors in my local market during the DSS period. I would install DSS booths at popular spots to distribute booklets to residents and visitors. The booklet would include a DSS puzzle that they can solve in steps by finding pieces at key DSS-events. This would create an unforgettable experience for visitors as they ‘tweet’ or share their special DSS experiences online using the #myDSSpuzzle hashtag. This would also encourage visitors to attend a variety of DSS events with their children and families in order to complete the puzzle and win all-expense-paid trips for the next edition of DSS.”

Dounia Boujrada

Al-Akawayn University
Morocco



“As Chief Marketing Officer for DSS, I would use a variety of promotional techniques that would drive the DSS brand to new heights. First, I would attract the Moroccans to Dubai by emphasizing on the 17 years of success of the DSS. This would be implemented by organizing ‘17 days’ of events in Morocco, along with ‘17 prizes’ to be awarded to randomly chosen residents through interactive competitions. In addition to this, I would also establish partnerships with local travel agencies to offer potential visitors a host of ‘one-time only’ bargains including discounted flight fares and reduced hotel tariffs.”

Eddie Zentani

American University of Libya
Libya



“As Chief Marketing Officer for DSS, I would promote the character of Modhesh through attractive brochures that can be distributed in local schools, to spread the word about the festival. The brochures would be designed with a fun theme featuring many visuals and covering thorough information about key DSS events and activities, which the children would enjoy sharing with their parents. I would also focus on launching special events for kids, such as ‘End-of-Exam’ festivals and surprises as part of DSS, to have both children and their parents revel in the celebrations together. DSS could be further promoted on popular and most-listened-to radio stations and the events can also be advertised on specific TV shows, that residents watch together at home as a family. These marketing strategies will strengthen the reach of the DSS festival and will offer residents several reasons to pick Dubai as their ideal “Summer Getaway” destination.”

Maryam Taqi

University College of Bahrain
Bahrain



“Promoting DSS in Bahrain would be an interesting tactic as the Kingdom is a melting pot of different cultures. For the event to be successful in Bahrain, promotional and advertisement techniques must be executed vigorously. One means of achieving this is through the traditional methods of billboard and post advertising, ensuring maximum exposure to the target audience. The advertisements could be featured at shopping malls, supermarkets, restaurants, highways and other public hotspots. An additional method to complement billboard and post advertisements would be through SMS text messages and the distribution of flyers and informational brochures.”

Nadeem Amary

American University of Beirut
Lebanon



“DSS should implement a strategic campaign by communicating their key messages across different target segments while catering to each segment’s specific needs. This can be instigated through several partnerships with popular international chocolate brands to reach out to as many children of different cultures. This will showcase DSS as a fun-filled and enjoyable event that the little visitors can look forward to.”

Naghham Sous

Birzeit University
Palestine



“If I was appointed Chief Marketing Officer for DSS, I would focus on marketing and promoting the event in my local market through the use of various Guerilla marketing techniques in an exclusive and unconventional manner while ensuring maximum exposure at the lowest cost. I would do this by launching a moving yellow bus that travels through different cities in Palestine while stopping at public hotspots and other crowded areas to host fun competitions for residents. The DSS team on the bus could offer promotional prizes to link the DSS brand with fun and excitement along with a positive feel, which will enhance DSS’ brand awareness.”

Najla Al-Thani

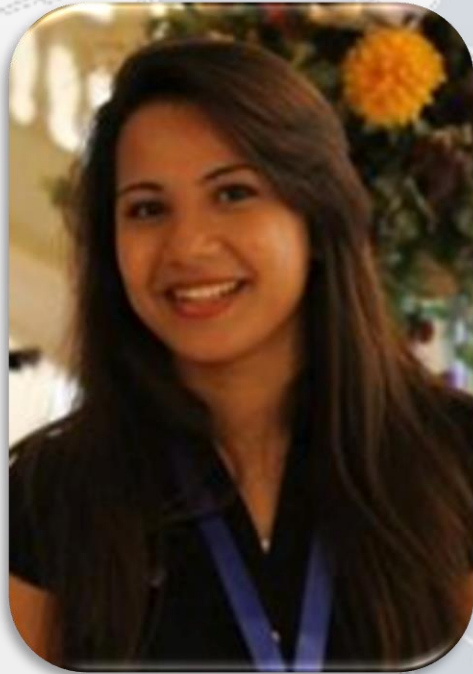
Stenden University
Qatar



“As Chief Marketing Officer, I would introduce elements of creativity and innovation as well as unique advertising campaigns to attract the desired target market. In terms of the creative elements, I would launch a new eye-catching logo and slogan for DSS, as well as devise new charismatic friends for Modhesh. This would entice fans of the event to come back and interact with Modhesh’s new pals. On the advertising front, I would create an application and name it ‘Where is Modhesh Today?’ This app will be able to trace Modhesh’s location at any given time and also provide the user with the list of prizes and activities that are being offered on that day. This will open a new channel of communication between the DSS brand and its target audience.”

Nouran Mahfouz

The British University in Egypt
Egypt



“My strategy for promoting and positioning this event will be based on attracting a new target audience but also retaining existing ones. I propose to have Modhesh be joined by a ‘family’ in the form of a series of new characters and I would also create special booths for instant personal photography to be installed at every DSS venue. I would also take advantage of social media to connect with the brand’s new and existing target audience by engaging in two-way conversations through the official DSS Facebook and Twitter channels.”

Nouran Salah Osman

University of Khartoum
Sudan



“As Chief Marketing Officer, I would invite celebrities to create an official DSS theme song and promote it through advertising and social media. Celebrities can include singers, actors, and sports figures presenting the theme song in various languages, with one underlining message: “One Race, Many Cultures, One Place...Dubai”. We can also tap into the official social media accounts of the celebrities to increase our reach.”

Shawn Chomani

American University of Iraq, Sulaimani
Iraq



“A key focal point of my strategy as Chief Marketing Officer for DSS in the Kurdistan region would be to segment the local market into two categories: families and young adults. I would provide local shopping venues and academic institutions with the latest information about upcoming DSS events and promotions. Additionally, events such as career fairs would attract not only the young broad-minded student community but also their families. I would also launch a Facebook and Twitter campaign to run a Scavenger Hunt contest that utilizes QR codes.”

Shereen Juhani

Arab International University
Syria



“I would revitalize the concert surprises element by leaving the choice to the public to select celebrities they would like to watch perform during DSS. I would also give them the opportunity to create their own advertisements for DSS to help them connect with the brand as if it was their own. They would be provided with all the necessary resources to create the most colorful and eye-catching concepts and the most creative and striking will be awarded an exciting prize towards the end of the festival.”

Zahra Mohammed

Lebanese International University
Yemen



“As Chief Marketing Officer for DSS, I would plan a variety of promotional activities that would entice the Yemeni population to engage with the brand in the local market. This can be done by organizing ‘Modhesh Visits’ in parks and malls in addition to surprise visits at restaurants to spread awareness and raise curiosity. With social media, Finally, I would use platforms such as WhatsApp and Facebook to announce the new events held as part of DSS. By offering sneak peeks and teasers, fans could be encouraged to participate in an online conversation to guess the names of the new activities.”

How to Participate?

- Universities are invited to participate by nominating 6 of their brightest senior students (3rd and 4th year) from the Marketing & Business Administration streams including Travel & Tourism, Event Management, Finance, etc.
- Nominees will receive an application kit, containing all background information, application forms, rules and regulations relevant to their participation.
- Nominees will be asked to fill in the forms and answer an essay question (in no more than 500 words) to be submitted by the designated deadline.
- This year, the chosen essay topic is: If you were to become Chief Marketing Officer for Dubai Summer Surprises ‘What new strategies/opportunities would you implement to make the 2015 edition have a stronger impact in your market?’

How to Participate? (cont.)

- A special jury comprising of key DFRE executives and other marketing professionals will evaluate applications and select one winner from each country to represent his or her country in the program.
 - Winners are chosen based on the quality of their essays and completion of documents as well as their character, ambition, energy, and potential to make valuable contributions to the betterment of DSS. They will be evaluated through a 1:1 telephone interview with the shortlisted candidates.
 - Winners from each country will be announced with an aggressive media campaign across all markets.
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The Prize

- Invaluable training and exposure to best practices in Business Administration, Marketing and Events Management by working closely with the DSS team.
 - The opportunity to establish an excellent network of potential future employers and/or corporate mentors.
 - An all-expense-paid trip for two weeks to Dubai, including airfare/meals and accommodation at The Emirates Academy of Hospitality Management.
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A world map with a light blue background. The continent of Africa is highlighted in a darker blue color. The text 'IN THE MEDIA' is overlaid on the map in a large, bold, dark blue font.

IN THE MEDIA

DSS Apprenticeship Program

2014

Media Coverage (cont.)

طالب يمثل تونس في دبي

حاز الطالب أحمد مدين من مدرسة البحر الأبيض المتوسط لإدارة الأعمال

في تونس (MSB) على فرصة تمثيل تونس في الدورة التاسعة لبرنامج «الزمالة التدريبية» التي ستعقد يوم 15 أوت 2014.

ه بعد هذا ال نامح الحائز على حه ائ: تقدي

إعلان أسماء الفائزين بمنحة برنامج

مفاجآت صيف دبي للزمالة التدريبية 2014

وسيحصل كل فائز على رحلة مدفوعة التكاليف بالكامل إلى دبي شاملة تذاكر العودة والإقامة لمدة أسبوعين في أكاديمية الإمارات لإدارة الفنادق والضيافة الدولية، وهي إحدى المؤسسات التعليمية الرائدة في مجال إدارة الضيافة على مستوى العالم والتي تديرها مجموعة جيميرا، الاسم المرموق في عالم الضيافة وأحد أعضاء «دبي القابضة».

وسيعمل الطلاب المشاركون جنباً إلى جنب مع فريق عمل مفاجآت صيف دبي الذي يضم نخبة من خبراء التسويق خلال الفترة التدريبية، علاوة على حضورهم ورش العمل والمشاركة في زيارة بعض الفعاليات الهامة والمعالم السياحية التي تقدمها مفاجآت صيف دبي، والالتقاء بأهم المسؤولين عن بناء علامة دبي التجارية كوجهة مفضل. وكان الطلاب المتدربون في الدورات السابقة قد أتاحت لهم الفرصة للتعامل مع جهات أسهمت في بناء العروض السياحية العالمية التي تقدمها دبي وتعزيز طابعها المميز، على غرار طيراني الإمارات، إعمار للتعرجزة، مجموعة MBC، هيئة الطرق والمواصلات، دائرة التنمية الاقتصادية في دبي ودبي العطاء، ويحظى للفائزين في دورة العام الحالي التطلع للاستفادة من برنامج حافل مماثل للزيارات المهمة.

وستتاح الفرصة لمعيد من الطلاب الذين يزورون في أول مرة للتعرف إلى أهم المعالم السياحية، مثل برج خليفة، ومترو دبي، وسكي دبي، وحديقة وبلد وادي المائية والكثير غيرها من وجهات الترفيه.

وتتمت عملية اختيار لبرنامج مفاجآت صيف دبي للزمالة التدريبية من خلال دعوة الجامعات والكليات لترشيح ستة من أفضل طلابها المرموقين من السنوات الدراسية الأخيرة في مجالات التسويق وإدارة الأعمال والسفر والسياحة. وطلب من كل طالب تقديم مقالة عن ما هو التغيير الذي ستحدثه لحدث مفاجآت صيف دبي

أعلنت مؤسسة دبي للمهرجانات والتجزئة، إحدى مؤسسات دائرة السياحة والتسويق التجاري بدبي والجهة المنظمة لحدث «مفاجآت صيف دبي»، عن أسماء الطلاب الفائزين بالمشاركة في برنامج «مفاجآت صيف دبي للزمالة التدريبية 2014»، حيث سيشارك 17 طالباً من منطقة الشرق الأوسط وشمال أفريقيا في البرنامج التدريبي الرائد الذي يشهد تنافساً كبيراً بين الطلاب للمشاركة به.

وستشهد دورة العام الحالي من برنامج الزمالة التدريبية الحائز على جوائز تقدير عالمية، والذي أصبح مكوناً هاماً من فعاليات مفاجآت صيف دبي، الحدث السياحي والتسويقي الأبرز من نوعه على مستوى المنطقة، بمشاركة أكبر عدد من الطلاب على مدار دورات البرنامج منذ إنطلاقه في العام 2006، حيث سيشارك في البرنامج الطلاب الفائزون من 17 بلداً، بينهم مشاركون للمرة الأولى من اليمن وتونس وليبيا، وسينطلق في 15 أغسطس/آب وحتى 28 من الشهر نفسه.

والطلاب الذين تم اختيارهم للمشاركة في الدورة التاسعة من برنامج مفاجآت صيف دبي للزمالة التدريبية 2014 هم: سارة مكي (أكاديمية الإمارات لإدارة الفنادق والضيافة الدولية، الإمارات)، فاطمة جمال الليل (جامعة دار الحكمة، السعودية)، عبدالعزيز الصباح (الكلية الأسترالية في الكويت)، مريم تقي (كلية البحرين الجامعية، البحرين)، علي الفارسي (جامعة السلطان قابوس، عمان)، نجلاء آل ثاني (جامعة ستندن، قطر)، آية جردانة (الجامعة الأردنية، الأردن)، نديم أمري (الجامعة الأمريكية في بيروت، لبنان)، نوران محفوظ (الجامعة البريطانية في مصر)، دنيا بورجادا (جامعة الأخوين، المغرب)، نورا صالح (جامعة الطروم، السودان)، شون جوماني (الجامعة الأمريكية في

فاطمة تنضم لزمالة

صيف دبي

فاطمة جمال الليل من جامعة دار الحكمة في المملكة العربية السعودية وقع الاختيار عليها للمشاركة في الدورة التاسعة



فاطمة الليل

البرنامج لعرض الإمنا التي تزخر بها المنطقه الشابه المختاره لتأهيلهم للقيام بدر عجلة التطور قدماً في

دبي - «الخليج»

«مفاجآت صيف دبي» تستقطب أفكاراً تسويقية

لبنان في الدورة التاسعة من برنامج مفاجآت صيف دبي للزمالة التدريبية

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جانب من الفعاليات المصاحبة لمفاجآت صيف دبي (من المصدر)

بمشاركة 100 جامعة من 17 دولة

من طلاب كليات الأعم

آية جردانة تمثل الأردن في الدورة

التاسعة من برنامج مفاجآت صيف دبي

عمان - أعلنت مؤسسة دبي للمهرجانات والتجزئة، إحدى مؤسسات دائرة السياحة والتسويق التجاري بدبي والجهة المنظمة لحدث «مفاجآت صيف دبي»، عن أسماء الطلاب الفائزين بالمشاركة في برنامج «مفاجآت صيف دبي للزمالة التدريبية 2014»، حيث سيشارك 17 طالباً من منطقة الشرق الأوسط وشمال أفريقيا في البرنامج التدريبي الرائد الذي يشهد تنافساً كبيراً بين الطلاب للمشاركة به.



ليلى سهيل



عنه



عنه

Timeline

March 12 th	Universities are invited to participate in the 10 th edition of the program
March 26 th	Deadline for universities to confirm participation and provide names and contact details of their 6 students
April 2 nd	Nominated students to receive entry kit to participate in the program
May 23 rd (* 11:59pm Dubai time)	Submission deadline for applications
June 3 rd	Winners notified through telephone and universities through email
August 1 st – 14 th	DSS 2015 Apprenticeship Program in Dubai

Contact Info

For Further Information, please contact:

Ahmed Bucheeri

TRACCS

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Email: apprentice2015@traccs.net



A world map with a light blue background. The continent of Africa is highlighted in a darker blue color. The text "Thank You!" is centered over the map in a bold, dark blue font.

Thank You!