

Yousef Al Otaiba
To: Dima Al Faham

January 21, 2009 at 1:39 PM
[Details](#)

YO

Don't mind, go ahead.
Sent via BlackBerry by AT&T

-----Original Message-----

From: Dima Alfaham <DAlfaham@uaeembassy-usa.org>

Date: Wed, 21 Jan 2009 21:23:21

To: <otaiba7@hotmail.com>

Subject: RE: Peter McQuibban, Counsellor, British Embassy

Would you mind if your meetings iwth Dan Speigel and Nino Kader took place at the Ritz instead of the embassy? I am moving them around and trying to save you coming back to the embassy on Monday after your lunch at the Four Seasons with McLarty and before John Edwin Mroz.

[See More](#) from Yousef Al Otaiba

Found in Sent - Yousef Al Otaiba Mailbox



Yousef Al Otaiba
To: Dima Al Faham

January 21, 2009 at 1:20 PM
[Details](#)

YO

Yes, please set up a meeting with him. In my office.
Sent via BlackBerry by AT&T

-----Original Message-----

From: Dima Alfaham <DAlfaham@uaeembassy-usa.org>

Date: Wed, 21 Jan 2009 21:17:55

To: <otaiba7@hotmail.com>

Subject: Peter McQuibban, Counsellor, British Embassy

Are you expecting to hear from Peter McQuibban, Counsellor, British Embassy, Washington DC ? He sent an email with his number. Please letme know if you want me to contact him or have someone contact him on your behalf.

Peter mcquibban's meeting is important but not time sensitive. It needs to be in the office, not the ritz.

Sent via BlackBerry by AT&T

-----Original Message-----

From: Pauline Habr <phabr@uaeembassy-usa.org>

Date: Thu, 22 Jan 2009 02:45:48

To: <DAfaham@uaeembassy-usa.org>

Cc: <otaiba7@hotmail.com>

Subject: Re: Schedule

Dima,

Thanks for the updated schedule and please note the following :

1) For Monday 26: please move all AM meetings to Ritz (Jack , Rich and Abdulla) - ambassador can meet w/ abdallah 15 min prior nino Kader's meeting .

2) Peter McQuibban, Counsellor

British Embassy - better if you push it back after ambassador's lunch w/ british ambassador unless if we know the topic and if it's major - Ambassador plz your guidance ?

3) I know it was really a crazy day and you were overwhelmed , will update yousef's outlook in a bit .

4) Ambassador : I will include all in your outlook but when you see TBC so you have to know that Dima still working on the confirmation .

That's all for now .

Thanks

Pauline

Some adjustments.

I'm seeing rich mintz today at 4:30 @ ritz. You can take him off of tomorrow's schedule.

Also seeing dick clarke today at 6pm.

Not sure if I'll go to 6pm event.

Sent via BlackBerry by AT&T

-----Original Message-----

From: Pauline Habr <phabr@uaeembassy-usa.org>

Date: Sun, 25 Jan 2009 15:32:05

To: <otaiba7@hotmail.com>; <DAIfaham@uaeembassy-usa.org>

Cc: <phabr@uaeembassy-usa.org>

Subject: Monday's schedule 1/26

- 10:00 am Jack Zetkulic @ embassy
Briefing on UAE 's trip
- 11:00 am Rich Mintz @ embassy
- 11:30 am Abdulla @ embassy
- 12:30pm Lunch w/ McLarty @ four seasons --- discussion about the New York Times's article - UAE 123
- 2:15 pm Nino Kader + Abdallah @ Ritz (loc ??)
President, IRM
Please Dima inform Ambassador about the topic
- 3:00pm Peter McQuibban @ embassy
Counsellor - British Embassy (pls check note below)
- 4:00pm John Edwin Mroz @ Ritz (loc??)
President and CEO of EastWest Institute

Dima : As per ambassador's email, McQuibban 's meeting needs to be in the office not the ritz - for 2:15pm and 4:00pm meetings , better to move them to the embassy too .

Thanks
Pauline

You don't need to cc me on these emails.
Sent via BlackBerry by AT&T

-----Original Message-----

From: Pauline Habr <phabr@uaeembassy-usa.org>

Date: Sun, 25 Jan 2009 19:02:16

To: <DAlfaham@uaeembassy-usa.org>

Cc: <otaiba7@hotmail.com>

Subject: RE:

Dima,

Don't worry about YAO 's outlook , already I did update it .

From: Dima Alfaham

Sent: Sunday, January 25, 2009 1:28 PM

To: otaiba7@hotmail.com

Cc: Pauline Habr

Subject:

Meetings for Monday January 26th, all confirmed as follows. I moved all meetings to the embassy, Dan Spiegel will come tomorrow instead of Tuesday as you requested. I will try to drop off a hard copy at the Ritz this afternoon, but in case I don't I have attached an updated schedule. Wii update your Outlook orst thing in the morning.

10:00 am J. Zetkolic @ Embassy

11:00 am Dan Spiegel @ Embassy

11:45 am Abdulla @ Embassy

12:30pm Lunch w/ McLarty @ Four Seasons

2:15 pm Nino Kader + Abdallah @ Embassy

3:00 Peter McQuibban @ Embassy

4:00pm John Edwin Mroz @ Embassy

Yousef Al Otaiba
RE: Web Stats Report
To: Richard Mintz

Sent - Yousef Al Otaiba June 28, 2009 at 7:10 AM

YO

These numbers are not impressive. We need to get a proposal from Nino kader on the search engine portion of this piece.

From: DAlfaham@uaeembassy-usa.org
To: otaiba7@hotmail.com
CC: Richard.Mintz@harbourgrp.com
Date: Sun, 28 Jun 2009 07:09:12 -0400
Subject: Web Stats Report

Yousef,

Per your request, the website team has collected the traffic data for the embassy website and put together a Statistics report for the period of January through May 2009 for your review. The attached PowerPoint presentation includes stats for your convenience. Please let me know if you have any comments. I will be providing you with a report quarterly unless you advise otherwise.

best,

Dima

Branding and Image Management

Media Relations

Crisis Communications

Employee Relations

Public Affairs Outreach

Search Engine Optimization

Digital Video Production

Multilingual Press Releases

Website Development

Real-time Alerts & Monitoring

IRM developed a proprietary web-enabled

global reputation monitoring software (Revealizer) which evaluates any new instances on the web and pre-determines the likely impact to your brand.

Case Studies

<<http://www.reputationinsurance.com/clienta.jpg>>

<<http://www.reputationinsurance.com/clienta.jpg>> Politics - A prominent politician running for re-election faced spurious blog postings which ranked high in Google search results. Over the course of six-months, IRM employed a variety of tactics to promote correct information about the politician which resulted in the image seen at right. The negative information (shown in red) was replaced with positive (green) and neutral information (yellow).

Public Affairs - A large membership-based organization sought to increase their numbers by gaining more exposure. IRM developed a cost-effective internet based strategy which included an overhaul of their existing information online as well as producing new content (including multiple websites, articles, blogs, videos, PDFs, presentations, pictures and podcasts). The result of the twelve-month campaign was an 832% increase in website visits per month-which in turn led to a surge of new members.

Healthcare - A new healthcare venture needed to launch with a big splash. IRM developed their internet presence, online marketing strategy, press kits and related materials. On the day of the launch, visits to their website from potential clients came in from 35 states and 12 countries.

Entertainment - IRM developed a nontraditional campaign to launch a critical documentary about government spending. This included a Washington DC movie premier and a downloadable, full-length version of the film for the web. It was viewed 50,000 times (pre-YouTube) and subsequent DVD sales surpassed expectations.

Tourism - A foreign country sought to increase tourism and foreign investment. IRM crafted and implemented a campaign which included developing new English-based websites, fact sheets and other materials, writing op-eds and articles for trade publications, TV appearances on CNN, and hosting invitation-only events with diplomats and prominent U.S. executives.

Oil & Gas - IRM developed and promoted an online community for one of the biggest Fortune 500 companies in the world using a commercial off-the-shelf system. The result was an interactive forum where the company's 10,000+ stations owners can share ideas and best practices.

Yousef Al Otaiba

Re: Background infor on Nino Kader

To: Dima Al Faham

Sent - Yousef Al Otaiba January 25, 2009 at 10:23 AM

YO

So he's like a richard mintz?
Sent via BlackBerry by AT&T

-----Original Message-----

From: Dima Alfaham <DAlfaham@uaeembassy-usa.org>

Date: Sun, 25 Jan 2009 17:23:28

To: <otaiba7@hotmail.com>

Subject: Background infor on Nino Kader

Yousef,

Below is brief bio of Nino Kader and background information. You met him at the MEI luncheon back in December and talked to him briefly in Abdulla's presence. Abdulla and I will be at the meeting tomorrow.

<<http://www.reputationinsurance.com/about.htm>> Nino Kader, President - A public relations and communications specialist with a background in technology, Mr. Kader has consulted a wide range of clients on reputation management, media relations, web strategy, employee relations, and public affairs for the past fifteen years.

Before launching IRM, he held positions in corporate communications at Fannie Mae and previously spent several years as a management consultant with BearingPoint (formerly KPMG Consulting) where he also served as a company spokesperson. He has won multiple awards for his work in digital media and has led successful campaigns for clients around the world.

International Reputation Management IRM claims to enhance, manages and protects their clients' reputations. They provide a wide range of integrated reputation management and monitoring services. These include, but are not limited to: