

01 · SCOPE OF SERVICES

Influence Campaign Design	End-to-end design and direction of influence campaigns and psychological operations. Strategic architecture, creative direction, and execution oversight. For governments and institutions operating in complex information environments.
Cultural and Strategy Consultancy	Regional strategy and cultural intelligence for clients operating in or communicating to the Middle East and North Africa. Grounded in years of direct access.
Counter-Narrative Strategy	Diagnostic and design of counter-disinformation programmes. Framework development, content strategy, and measurement architecture. Applicable across health, security, and political contexts.
Creative Direction	Full creative direction from brief through execution. Cross-cultural, data-informed, and designed to produce real outcomes rather than impressive outputs.
Narrative Development	Narrative audit and architecture for institutions whose communication is technically correct but strategically ineffective. Delivered as strategic document and practical style guide.
Scriptwriting & Series Development	Script development for broadcast, digital, and streaming formats. Original series developed and written with long-term creative partner Jas Don, from pitch through production-ready scripts.
Policy Communication	Communication strategy for policy and government contexts. Translating complex institutional briefs into language that works with audiences rather than at them.
Speaking & Workshops	Keynotes and workshops on politics and the MENA region, Arab culture and art, information operations, behavioural change, and media literacy. In English or Arabic.
Advisory Retainer	Ongoing strategic counsel on a retainer basis. Particularly suited to organisations operating in fast-moving political or information environments. Minimum engagement: 3 months.

02 · ENGAGEMENT FORMATS

Day Rate	Full-day engagement, strategy sessions, intensive workshops, or on-site advisory.	<i>Contact for details</i>
Half-Day Rate	Half-day sessions, workshops, briefings, or focused strategy input.	<i>Contact for details</i>
Project Rate	Fixed-fee for defined-scope projects: campaign strategy, narrative audit, creative direction.	<i>Contact for details</i>
Retainer	Monthly advisory retainer. Minimum engagement: 3 months.	<i>Contact for details</i>
Keynote Speaking	Single keynote engagement. International travel included where applicable.	<i>Contact for details</i>
Workshop (Half-day)	Interactive workshop, up to 30 participants. Includes facilitation and materials.	<i>Contact for details</i>
Workshop (Full-day)	Full-day workshop programme. Includes pre-session briefing, facilitation, and written summary.	<i>Contact for details</i>
Series Development	TV or streaming series from pitch to production-ready scripts. Rate varies by format and stage.	<i>Contact for details</i>

This card shows format and structure only. To receive the complete rate card with full pricing, please get in touch directly.

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AVAILABILITY

Intake is selective. Engagements are taken on where there is a genuine fit between the brief and the method. New enquiries welcome; timelines discussed at initial conversation.

LANGUAGE & TRAVEL

Based between London and Dubai. Available internationally for speaking engagements and on-site consulting. Work available in English and Arabic. Travel costs covered by client.

CONFIDENTIALITY

Standard NDA terms apply. All client information is treated as confidential. Sensitive briefs will not be referenced publicly without express permission.