

## Case Sample: Qatar Airways



### Qatar Airways Official Partner of China Team at 2006 Asian Games Press Conference held on Nov. 15, 2006 in Shanghai



Mission: through Doha Asian Games 2006 from Dec.1 to 15, to raise Qatar Airways and Qatar brand awareness.

Responsibility: Event planning, coordinating, on-site management, venue set-up, media invitation, follow-up, and coverage monitoring.