

MEPRA Announces 8th Annual KSA Leadership Majlis in Riyadh

2026 Event to Highlight the Role of Strategic Communication in KSA's Transformation

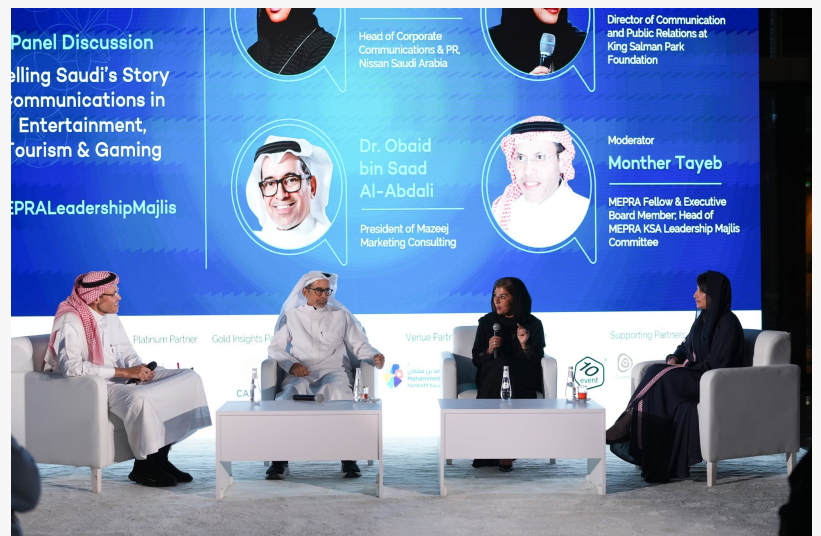
RIYADH, AL-RIYADH, SAUDI ARABIA, August 11, 2026 /EINPresswire.com/ -- The [Middle East Public Relations Association](#) (MEPRA) is proud to announce the eighth edition of its annual KSA Leadership Majlis, scheduled to take place on Tuesday, 3 November 2026, in Riyadh. Centred around the theme "From Vision to Impact: How Strategic Communication is Shaping Saudi Arabia's Transformation," the event is set to bring together over 100 senior communications professionals, government leaders, and industry experts to explore the evolving role of the profession in the Kingdom.

Serving as the Strategic Partner & Headline Sponsor, GASCO Holding, the leading company in the LPG sector and a core pillar of the energy ecosystem in the Kingdom of Saudi Arabia, stands as a primary highlight for this year's Majlis. To commemorate this

significant collaboration, a formal signing ceremony was conducted on Monday, 20 July 2026. This alliance underscores a mutual dedication by both MEPRA and GASCO Holding to enhance the communications profession, cultivate future talent, and champion the Kingdom's ongoing transformation through sophisticated strategic communication.



MEPRA Majlis KSA Fellow 2025



MEPRA Majlis KSA 2025

The 2026 Majlis will examine how communication has transitioned from a tactical support function into a strategic leadership discipline essential for national transformation under Vision 2030. The program will explore how impactful communication shapes Saudi Arabia's global positioning and reputation while strengthening organizations through effective internal communication and resilience. Furthermore, sessions will address the integration of emerging technologies like AI—emphasizing the balance between innovation and maintaining trust—and the vital role of supporting youth development to empower the next generation of communications professionals.

Justin Kerr-Stevens, Chairman of MEPRA, stated: "Saudi Arabia continues to set the pace for innovation and transformation across the region, and communications professionals have a critical role to play in helping organizations build trust, navigate change, and create lasting impact. The KSA Leadership Majlis reflects MEPRA's commitment to bringing together the brightest minds in our profession to exchange ideas, share practical insights, and collectively shape the future of strategic communication across the Middle East."

Meanwhile, Monther Tayeb, Vice Chairman of MEPRA and Chair of the KSA Leadership Majlis Committee, said: "Strategic communication has become one of the key enablers of Saudi Vision 2030. It is no longer simply about delivering messages but about shaping informed decisions, building trust, strengthening reputation, and creating lasting impact. The KSA Leadership Majlis brings together senior leaders and industry experts to exchange knowledge, showcase best practices, and empower the next generation of communications professionals, further advancing the profession across the Kingdom and the wider region."

A featured presentation will include the CARMA Saudi Reputation Report 2026, offering the latest data-driven insights into the Kingdom's evolving global standing and stakeholder perceptions. The event will also feature the MEPRA Fellowship presentation, the association's highest honor for individuals who have made exceptional contributions to the regional PR industry.

A prestigious group of partners supports the 2026 Majlis:

- Strategic Partner & Headline Sponsor: GASCO Holding
- Gold Insights Partner: CARMA
- Gold Partner: Influential Communication
- Official Airline Carrier: flynas
- Supporting Partners: Jummar PR and A2Z Media Group

About the Middle East Public Relations Association (MEPRA):

The Middle East Public Relations Association (MEPRA) is the leading industry body for public relations and communication professionals in the Middle East with over 1,400 members. MEPRA strives to promote excellence in public relations and communication by providing a platform for knowledge sharing, professional development, and industry advocacy. With a growing membership of agencies, corporations, and individuals, MEPRA is committed to raising standards and building a thriving communication community in the region.

For more information, visit www.mepra.org.

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