**Arabian Property Awards 2024-2025**

Suggested Press Release Guidelines

**Introduction**

### Firstly, congratulations on being named as a recipient of an Arabian Property Award 2024-2025, the most acclaimed industry award throughout the region. This is an achievement which is recognised as a mark of excellence for property professionals and you will naturally want to share this news with the media and build anticipation of the Awards ceremony held at Habtoor Grand Resort, Dubai on 4 December 2024.

To maximise the potential of your award we would like to encourage you to make use of national and international media outlets including print, online, magazines, television, radio, and social media. Generating more press around your award ultimately builds your reputation and invites more business.

Below, we have suggested information and talking points to include in press materials.

Please adapt this information to your own circumstances, including specific details of your company, project(s) or anything else that may be relevant. The best press releases are easy to understand and provide a structure that journalists can use to generate stories. In particular, we would advise adding one or two short quotes from key members in your company as sound-bites are an important resource to journalists. Journalists also welcome clear images, which add visual impact to your press release.

**Suggested phrasing:**

One of the most important aims in your press release is making the category of your award clear. The following paragraph suggests a phrasing for this. As with everything else, it would be best to adapt this to your purposes, particularly if you are entered for multiple awards.

[COMPANY NAME] will be honoured at the Arabian Property Awards on 4 December 2024 at the Habtoor Grand Resort Dubai for their project [PROJECT NAME]. [COMPANY NAME] will compete against the best property professionals across the Arabian regions to be recognised in the [CATEGORY] category.

**PLEASE NOTE - the level of the award each entrant has won (Five Star or Award Winner) will be revealed at the awards event.**

**Facts & Information**

* The Arabian Awards are judged by an independent panel of over 100 industry experts. Judging focuses on design, quality, service, innovation, originality, and commitment to sustainability.
* The judging panel is chaired by Lord Best, Lord Waverley, Lord Thurso and The Earl of Lytton, members of the House of Lords in the UK Parliament.
* The Arabian Property Awards are the largest, most prestigious, and widely recognised programme throughout the regions.
* The official Awards website is www.propertyawards.net
* The Arabian Award Winners will be announced on 4 December 2024. Winners will be listed on the Awards website.
* The Awards are in their 31st year and cover over 50 different residential and commercial categories. Regional heats are staged for Arabia, Europe, Africa, Canada, Central & South America, the Caribbean, USA, UK and Asia Pacific.
* The top winners in each region will automatically be entered in to the overall international awards, culminating in a glittering awards ceremony at the end of the year.

We would appreciate information of any media coverage and contacts that you are able to generate.

**If you have any questions regarding press releases, please contact our PR department on +44 (0)1245 250981 or email pr@ipropertymedia.com**