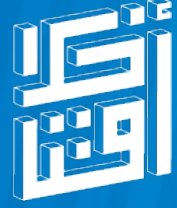


أخلاقنا

AKHLAQUNA

Morals enlighten our world بالأخلاق ننير العالم



براعم الأخلاق

Akhlaquna Junior



# EVENT PROPOSAL



# EXECUTIVE SUMMARY

Introduced by Her Highness Sheikha Moza bint Nasser at QF Convocation 2017, the Akhlaquna is centred on the notion that knowledge and morality are inherently intertwined, guiding together the prosperity of societies. Highlighting the timeless and universal values exhibited by Prophet Mohammed of honesty, generosity, mercy and tolerance; the awards celebrate youth and children that embody these virtues through actions that leave a positive impact upon their community.







# THE CHALLENGE

The decisions and actions we make in life affect not only our own world, but the people, places and communities that surround us. With knowledge and morality as the building blocks of positive action, we can shape the world that surrounds us in profound ways.

But where to start? For young people, affecting change often seems out of reach, particularly when posed with the size of the challenges the modern world faces today.

But even the seemingly smallest of decisions, when guided by morality can create a ripple effect that creates a platform for change.

The young leaders at Akhlaquna embody this more than anyone, but they all had to start somewhere. So let's inspire action by telling that story.





INSPIRATION  
**SMALL ACTIONS  
AS THE BUILDING  
BLOCKS OF A  
BETTER FUTURE**





أخلاقنا

A K H L A Q U N A

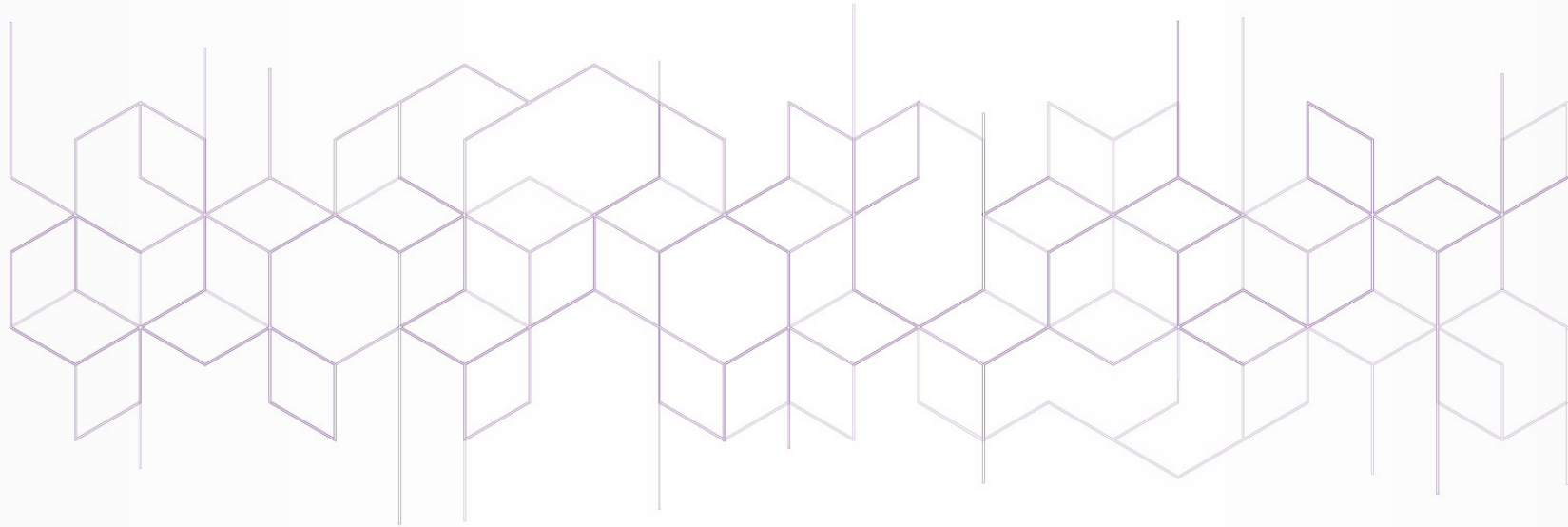
Morals enlighten our world بالأخلاق ننير العالم



# VISUAL IDENTITY



# VISUAL CONCEPT

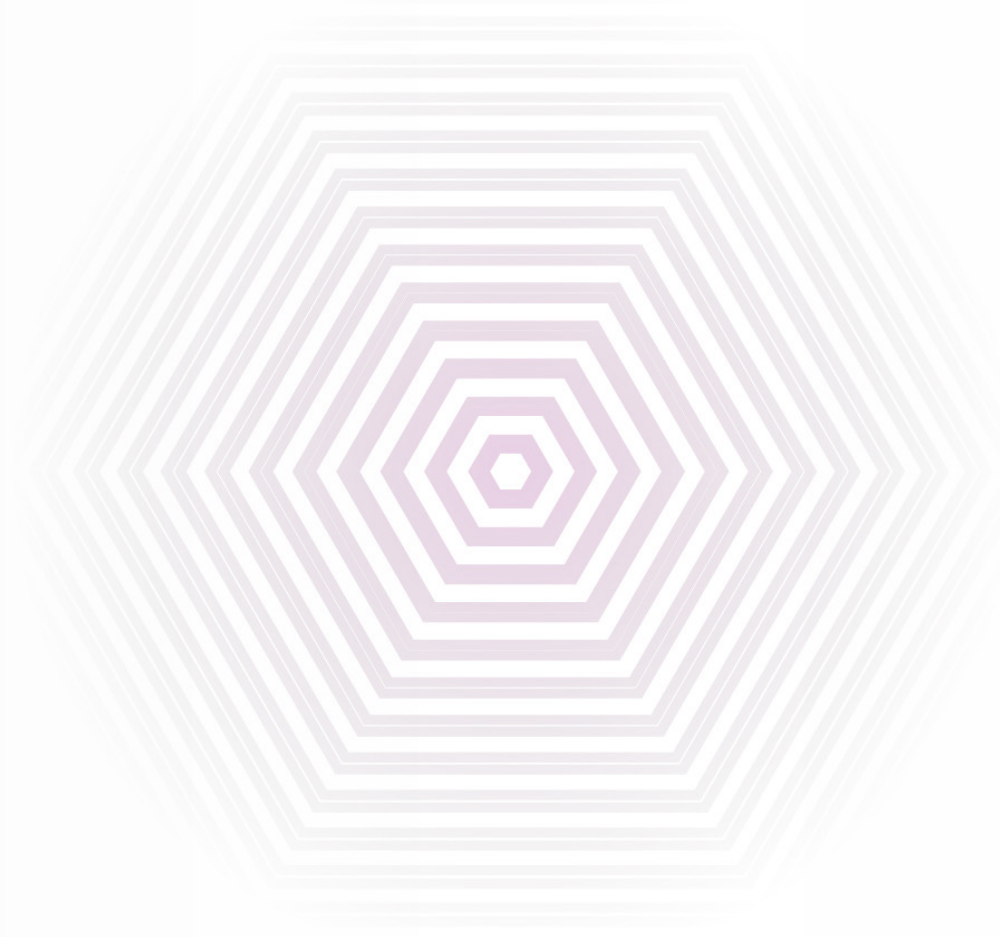


As communities are formed by connected individuals,  
so too Akhalq is formed by a set of interconnected virtues.



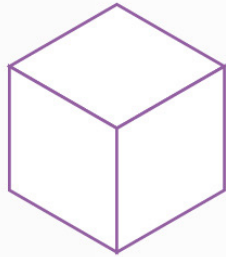


VISUAL CONCEPT



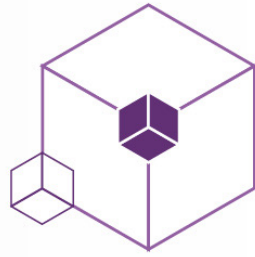
Virtues have a ripple effect on the community, proving that even a single act of good can have a larger non-linear impact on the most complex social system.

VISUAL CONCEPT



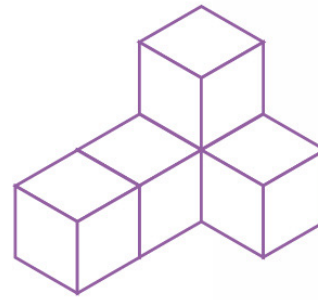
**Geometric**

Solidity & Structure = Trust



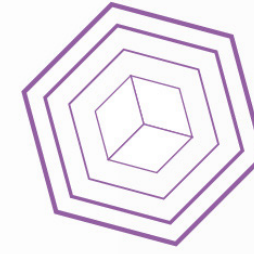
**Dimensional**

Multifaceted & not superficial



**Gradual**

Building over efficacy over time



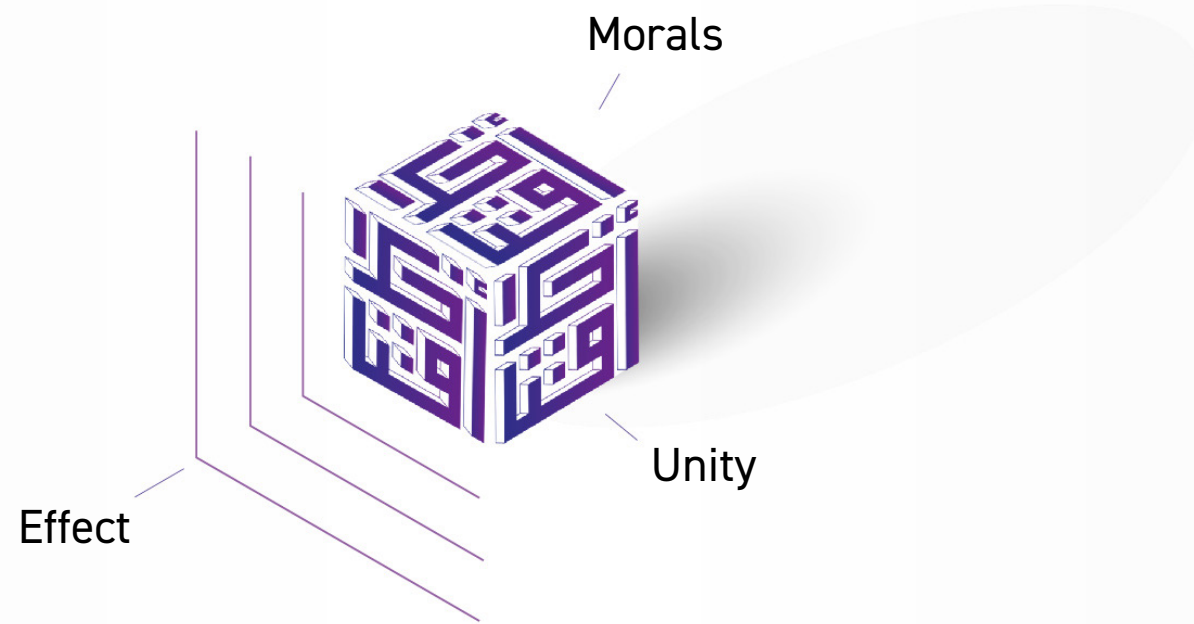
**Ripple**

Impact that spreads among society

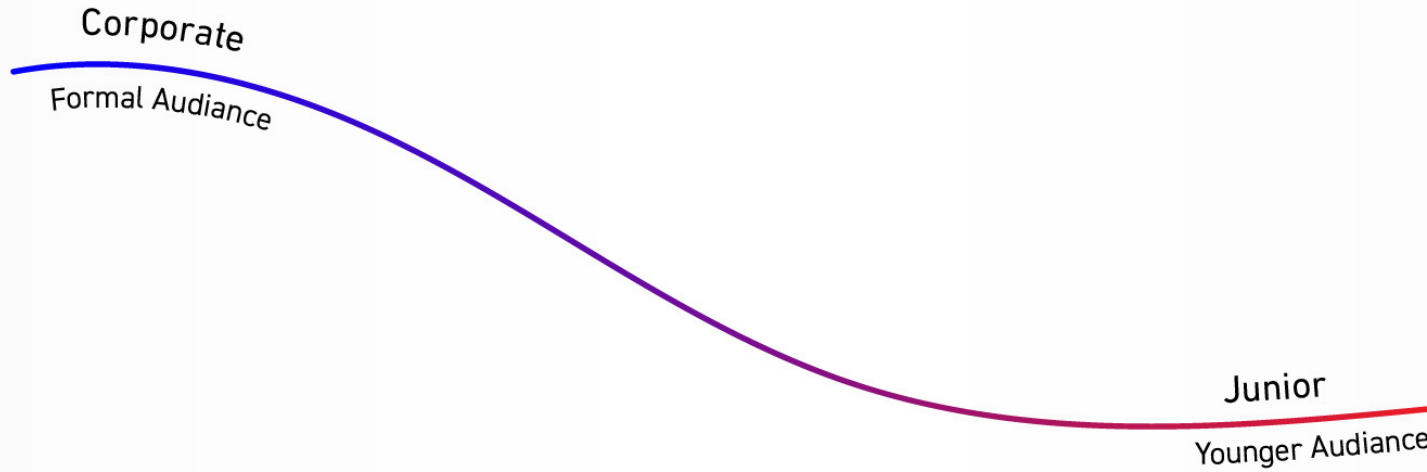
Our approach to the visual language and structured communication systems of this year's event is to align systematic structures to the systematic outcomes of social virtues as they spread.







These 4 concept elements combine to create a united communication language.  
Visuals seamlessly integrate core elements to convey the character and impact of Akhlaquna.

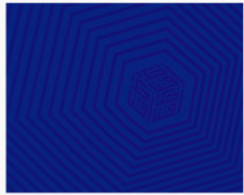


We're communicating to a wide audience of ages, so we will use a spectrum of colour to differentiate our subject, gradually moving from the primary corporate colours, to the secondary vivid colours, all without breaking the brand guidelines.





# COLOUR PALETTE



## Primary Colours



Pantone: 661 C  
 CMYK: C100 M70 Y0 K20  
 RGB: R0 G53 B148  
 HEX: #003594



Pantone: 7537 C  
 CMYK: C100 M31 Y0 K0  
 RGB: R0 G119 B200  
 HEX: #0077C8



Pantone: 7687 C  
 CMYK: C85 M0 Y35 K0  
 RGB: R0 G188 B180  
 HEX: #00BCB4

## Secondary Colours



Pantone: 2603 C  
 CMYK: C100 M70 Y0 K0  
 RGB: R112 G34 B131  
 HEX: #7027B3



Pantone: 213 C  
 CMYK: C0 M95 Y15 K0  
 RGB: R230 G27 B119  
 HEX: #F71C77

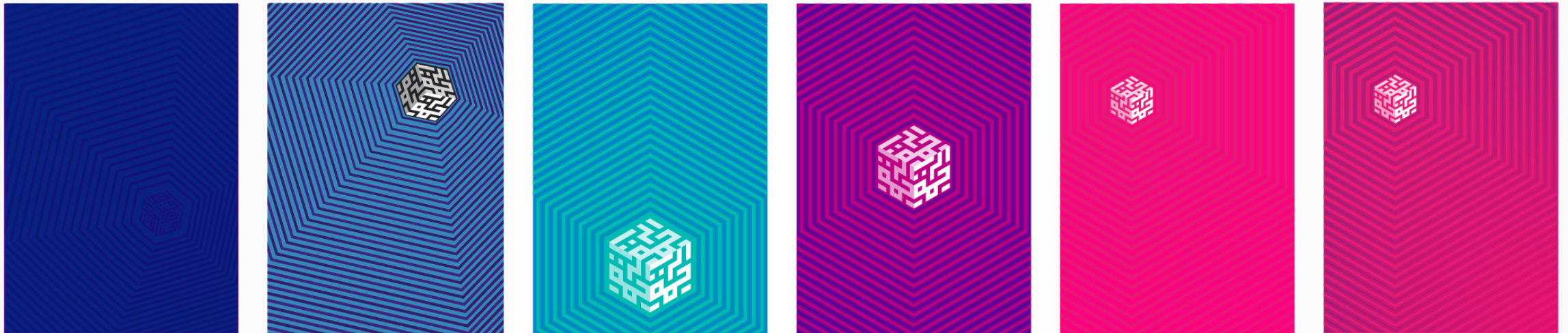
CLICK TO DISCOVER





أخلاقنا  
AKHLAQUNA  
بالصدق والبر والعدل  
Honesty enlighten our world

براعم الأخلاق  
Akhlaquna Junior



CLICK TO DISCOVER





# PATTERN



# STRUCTURE



© 2014 SDI MARKETING





COMMUNICATIONS  
URE

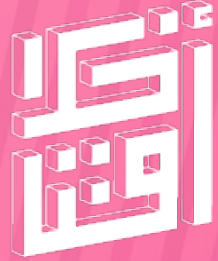




أخلاقنا

AKHLAQUNA

Morals enlighten our world بالأخلاق ندير العالم



# PRE-EVENT ACTIVATION



# OUR STORYTELLING STRATEGY FROM AWARENESS TO AMPLIFICATION

01

**PRE - EXPERIENCE ACTIVATIONS & SOCIAL**

**Educate** - Introduce the Akhlaquna 2023 award concept and the values it embodies.

**Inspire** - Encourage participation by allowing followers to see themselves in the shoes of past winners and global leaders

**Action** - Seed action into the audience and build hype for the awards and winners through owned, QF partners & influencer channels.

02

## THE AWARDS EXPERIENCE

The coming together of the Akhlaquna community - past winners, influential leaders, jury members and of course our winners. A VIP ceremony that is impossible not to share, amplified virtually by QF channels to create desire to be there next year.

03

**POST-AMPLIFICATION VIA SOCIAL**

### Reinforcing The Message

- 1) Showcase the greatness of this years award winners and reward those who participated.
- 2) Follow and share the story of the winners to show the continued support from QF and the impact of the winners on community.
- 3) Invite to participate and become next years award winner.

1. Mass awareness to drive understanding and participation

2. Creating brand love amongst core ambassadors & attendees

3. Call to action to change behaviour

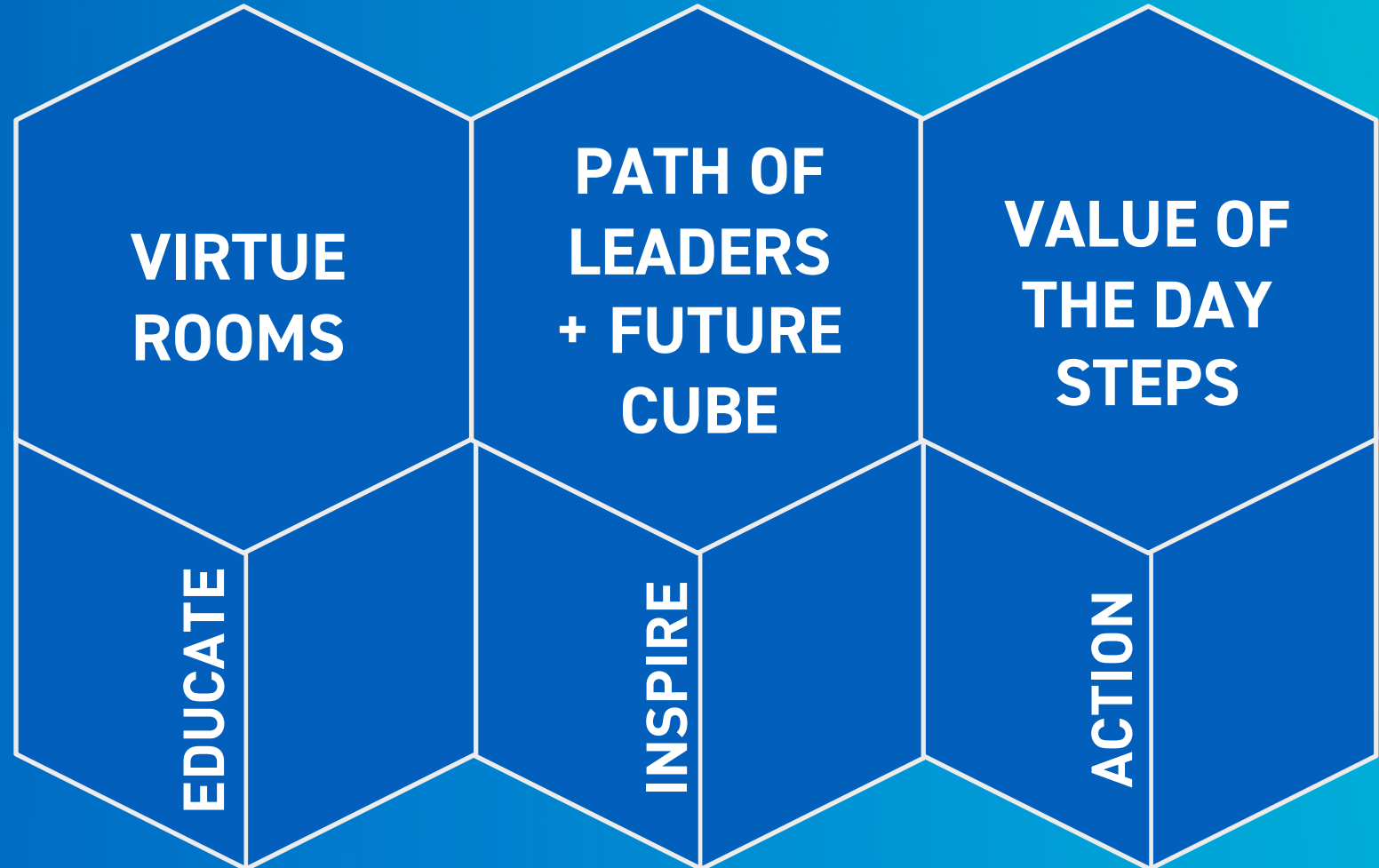


# ACTIVATION OVERVIEW

To raise awareness and inspire the next wave of Akhlaquna leaders we've created a series of impactful, interactive activations set across Multaqa in the days running up to the awards. Alternatively these could be placed across the city in high footfall areas.

We'll activate our strategy by taking users on a journey that instils your values, inspires through example, and provokes simple moral action.

\*Virtue Rooms are an optional activation and could be added to any location around Education City or other areas.





# VIRTUE ROOMS

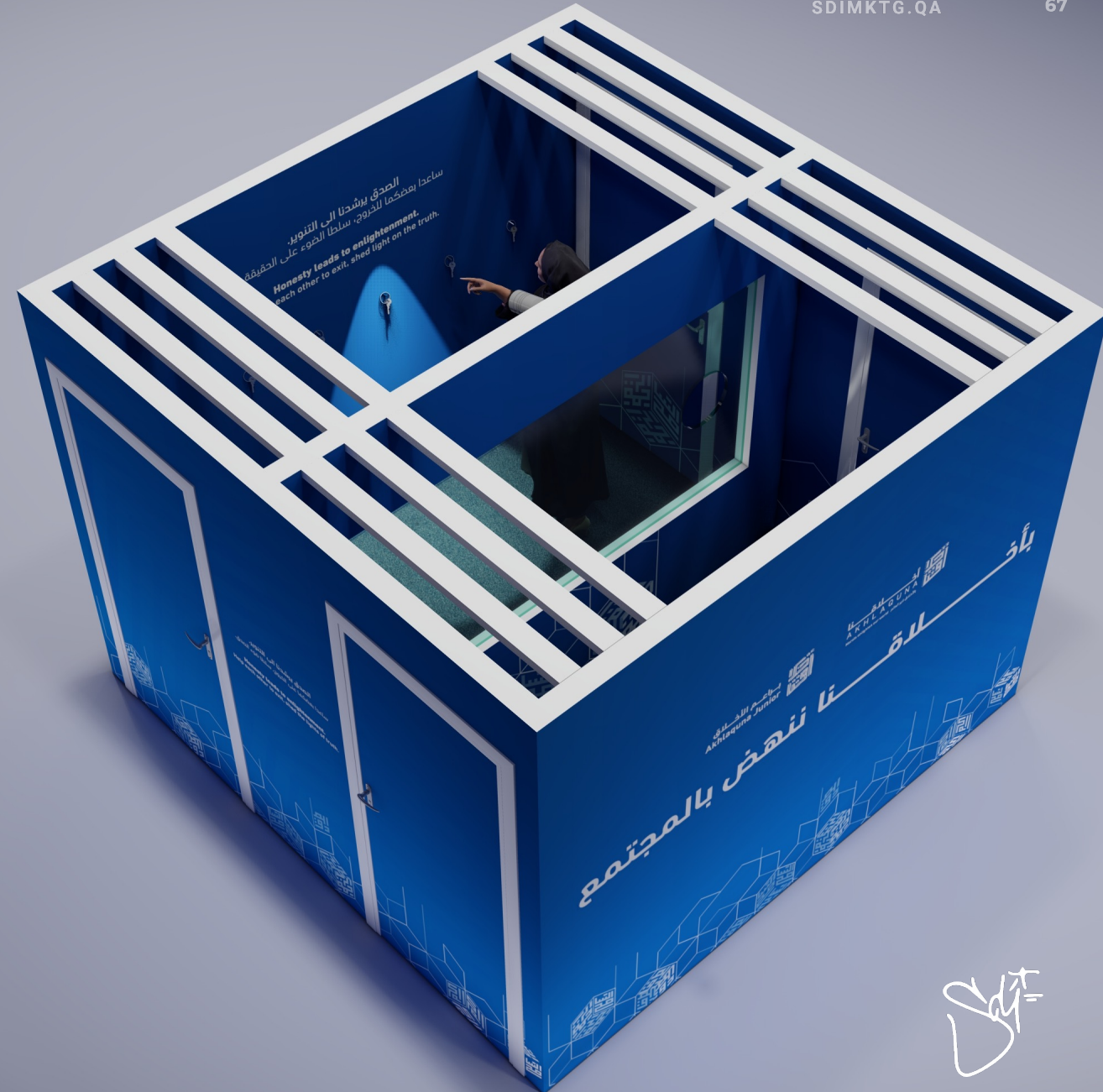
Since the awards encourage the practice of universal and inclusive moral behavior, one part of the visitor experience will embody these practices in simple analogous situations.

## The Concept

Carefully crafted cooperative and collaborative mini-missions provide interactive, engaging activations for the event.

We invoke values with 4 puzzle-boxes designed to enhance a feeling of community and collective social symbiosis, so that participants are empowered to communicate and work together in a safe, secure space, united by a single goal - to exit the space together.

Each space will be followed by an educational stand-board explaining the concept



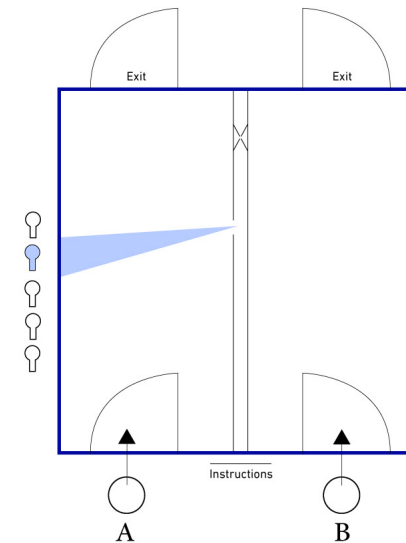


# HONESTY

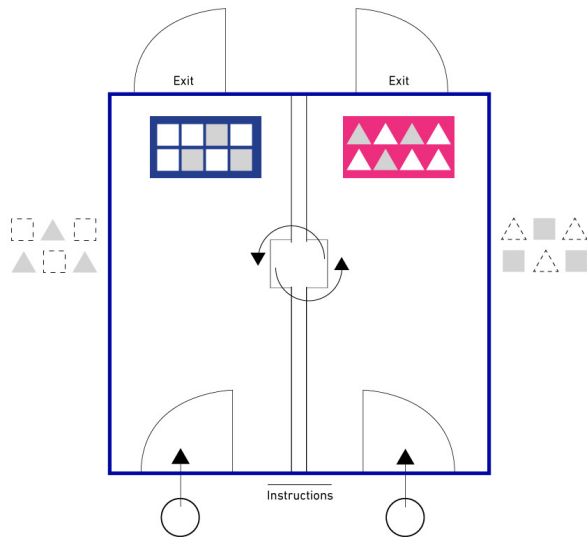
## Illumination is the key

In virtue room 1 participants help each other to open the exit doors by shedding light on the correct (true) key, that is then shared, so that both of them can leave. The chamber on the left contains a set of keys. The partner on the right side, by activating a torch light trained on the correct key, enables their collaborator to exit. One person sheds the light, the other opens the doors.

Honesty leads to enlightenment. A simple start to our activation



# GENEROSITY

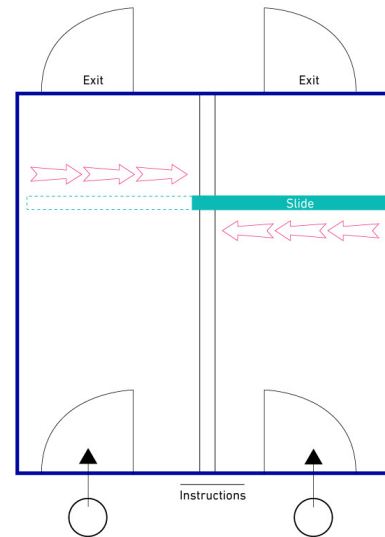


## Give, to get a complete picture.

Participants need to complete a basic shape combination puzzle, by giving each other the missing pieces of their partner's puzzle. The left-side has just squares, the right-side triangles only. The solution for each side lies in mixing a combination of both.

Generous sharing enables success for both sides.

# TOLERANCE

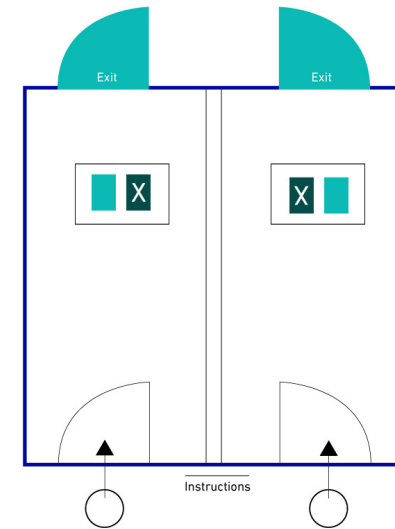


## Seeing another perspective forges success.

Participants shift long levers on behalf of the other person to create open lines of regress from the space. In order to shift the lever to exit the left space, the participant on the right must give priority to their partner. Once they do, their partner is able to return the favour.

Patience and prioritization of the other, leads to mutual benefit.

# MERCY



## Compassion as the central construct.

In the left chamber lies 2 printed cards - each card fits a separate slot in the exit door. The same system applies to the right chamber. The scenario put to each participant is that the person in the other chamber has chosen to leave without them. Their card options are to leave without the other person, or to forgive them, and leave together. The forgiveness card is the option that opens the door on either side.

By eschewing the punishment option everyone becomes a better person.



# PATH OF LEADERS

Change can often seem out of reach for young people, but seeing young leaders making positive impact in the world allows them see themselves in the same mold. Let's inspire our students to follow in the footsteps of our past winners.

## The Concept

An interactive decision-making exhibition maze that details how previous winners navigated the challenges that lay in front of them to embody the Akhlaquna way of life. Participants must find their way through the maze guided by the seemingly small moral quandaries that inspired them to take positive action.

- 1) Participants enter maze and are posed with a "What Would You Do?" question that inspired a past winners to action.
- 2) Participants are guided by their decision through one of two doors: one leading them to a dead end, the other leading them closer to the success.
- 3) On other side of each correct door is an exhibition style biography of 3 of your past or current Akhlaquna winners.

Optional: Data collection could be implemented encouraged by the ushers with tablets.







ليس من شأني،  
سيتكفل بها شخص آخر.

**Not my problem.  
Let someone else  
take care of it.**

« « «  
What Would You Do?  
تجد مساحة مهجورة ومهملة  
في الحي الذي تسكن به.  
You see an area your local  
neighbourhood has been neglected  
and fallen into disrepair.

» » »  
كيف يمكن ان استصلحها؟  
How can I fix it?





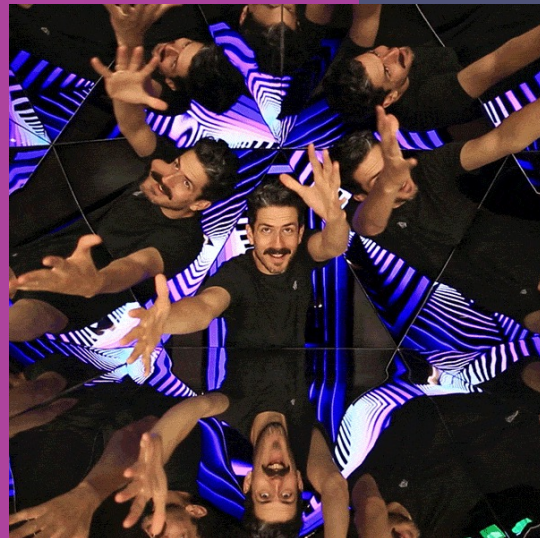
# FUTURE CUBE

After visitors have walked the path of our past winners, we'll empower them with a fun, direct call to action that reflects back to them their own potential.

An impactful, re-usable art installation that further projects the 4 values to the world, visitors are invited to find out next years change maker by peering into the cube.

On the inside they'll find a surprising mirror room that reflects their own image and provokes them to view themselves as future winner of the award.

This installation will be situated at the end of our path or virtue rooms on the students majlis in Multaqa until the day of the awards, when it will be moved to the entrance of the awards ceremony to create an impactful welcome for our guests.



SCAN TO PLAY

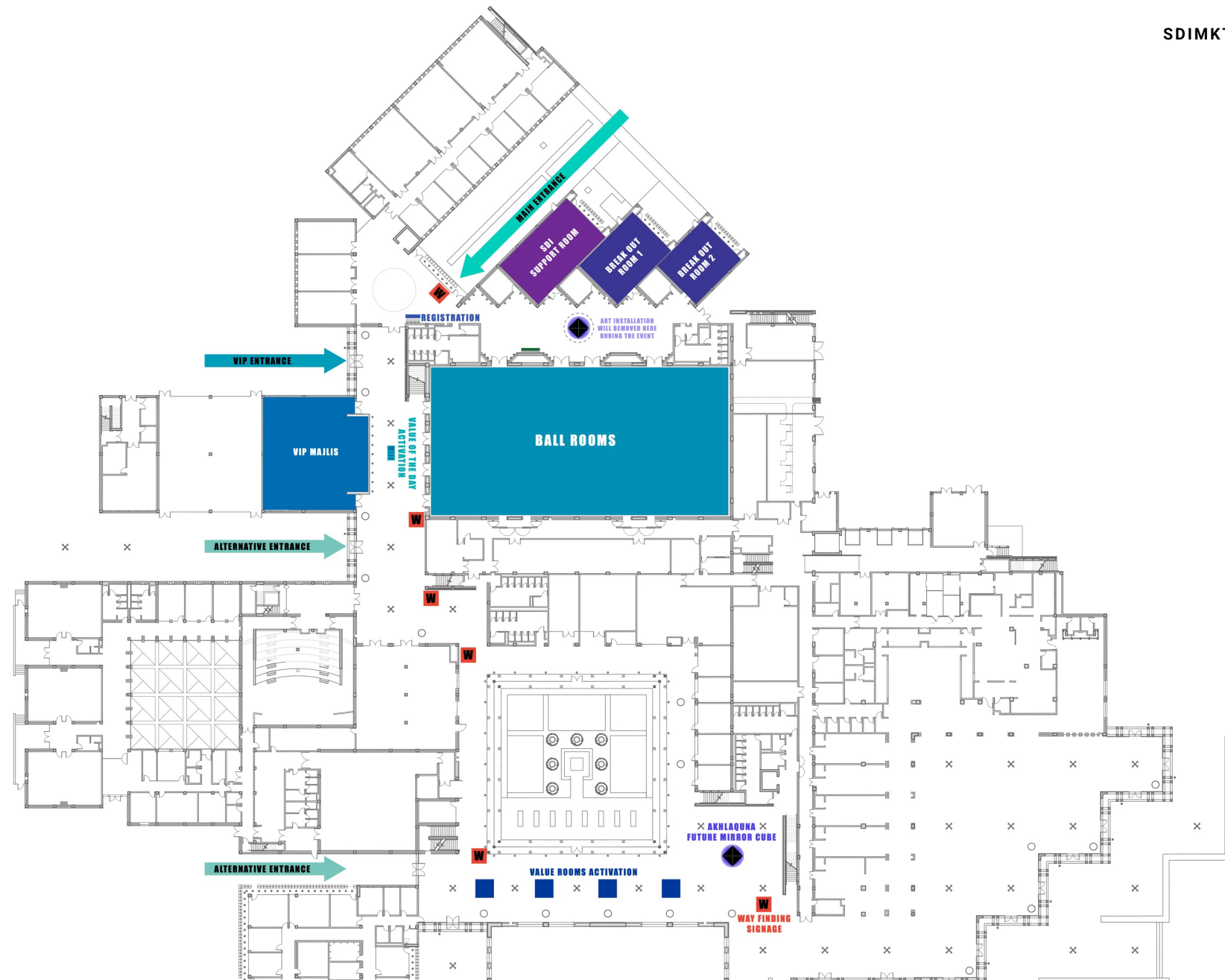


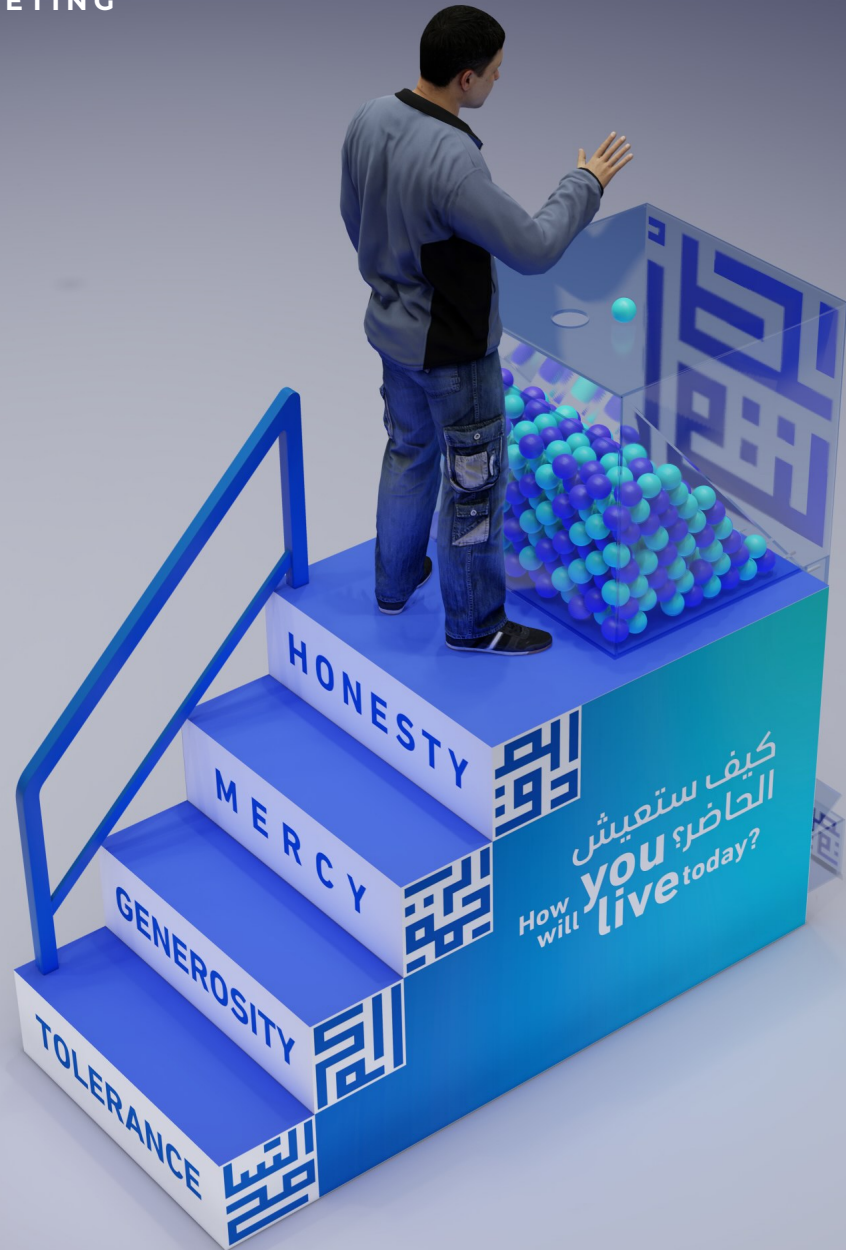






# ACTIVATION FLOORPLAN OPTION A





# VALUE OF THE DAY STEPS

Small, meaningful actions in the world creates a ripple effect of positivity in the community, when done so in the values of Akhlaquna.

We want to create an eye-catching activation that provokes a “pay-it-forward” style chain reaction, asking participants to seek out simple good deeds in their day after playing simple arcade-style game.

These good deeds could be as simple of as waiting to open the door for someone in need, a overdue apology for an intolerant statement, or righting a small wrong from the previous day. Small deeds that add up to larger, more positive way of life.

Optional: Data Collection could be implemented and encouraged through Ushers and Tablets.

# CONCEPT

1. Participants are asked by the activation “How will you live today?” as a way to encourage them to think about the values of the award – and are then explained the activation by a branded banner next to the steps.
2. A clear acrylic cube at the top of the steps half-filled with branded stress balls symbolises the combined virtues of our community.
3. Participants take one and put it into a hole that falls through an arcade-style pegboard game, symbolising the knock-on effect of good deeds in the community.
4. The ball falls into 1 of 4 boxes marked with our values, which represents the value they must be embody through their daily good deed.
5. The participant climbs down the steps to retrieve the ball and find out which value they must seek out intentionally that day. They are able to take away the ball as a reminder and gift to stranger to spread the message.



Handwritten signature or logo in Arabic script.



# SOCIAL CONTENT STRATEGY

APRIL - MAY



## Akhlagna Qatar

@akhlagnaqa · ★ 5 2 reviews · Community

Home Reviews About Videos More

### About

See all

نسعى لتكريم القادة الشباب الذين يلهمون التغيير الإيجابي في مجتمعاتنا

We seek to recognize young leaders who are inspiring positive changes in our communities

884 people like this

1,004 people follow this



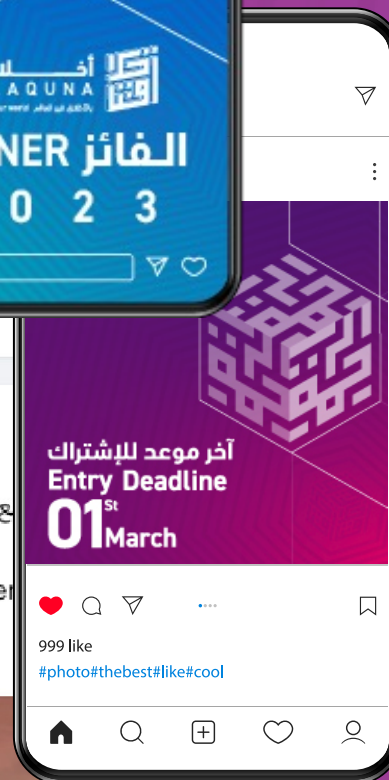
Akhlagna Qatar

2 d · Instagram ·

مع أحد من عائلتك أو أصدقائك و شاركنا النتائج!

Try this challenge with one of your family or friend and share the results with us!

#Akhlagna #AkhlagnaAward





# PRE EVENT



## JURY SPOTLIGHTS

Shine a light on the calibre of your influential jury members, and offer them a gesture of appreciation publicly.



## LAUNCH & DEADLINES

Hero graphics launch your new visual identity, and introduce the concept and values to your audience. Start early to highlight key deadlines for participants wanting to take part.



## ACTIVATION CALL-OUTS

Drive traffic using QF and partner channels for your young audience to come down and experience your amazing activations in Multaqa.



# LEADER SPOTLIGHTS

Morals enlighten the way for our leaders to create change in the world, so let's shine a light on the small moralistic actions that kick-started the forward momentum of our past winners and global leaders.

## Global Leader Spotlights

Highlighting young leaders from around the world who have famously embodied the spirit of Akhlaquna.

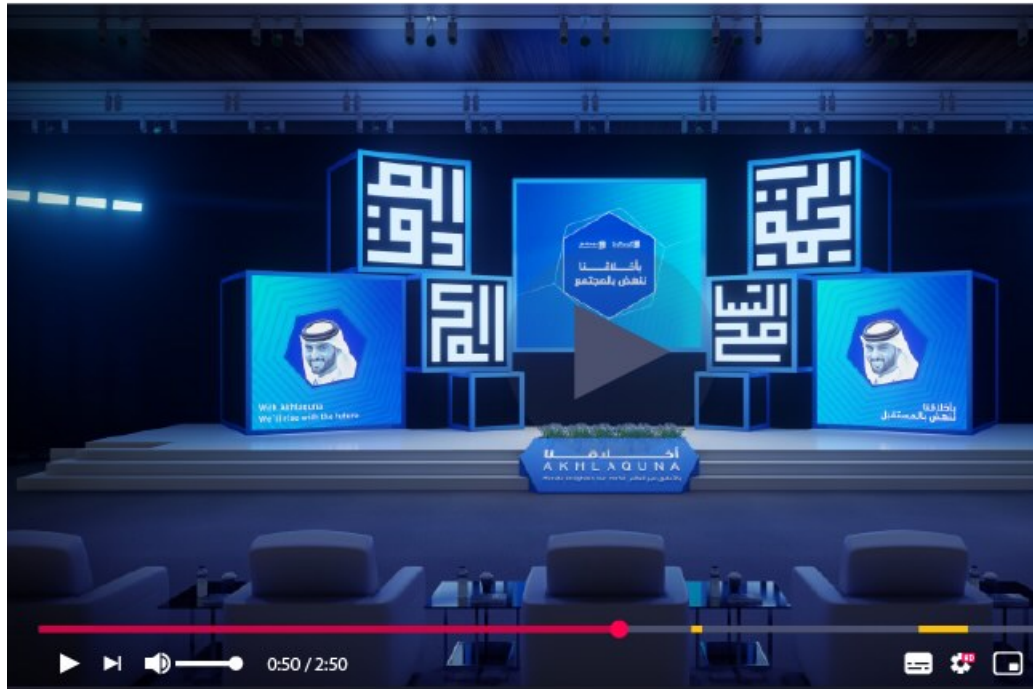
## Local Leaders Spotlights

Highlighting winners and their inspiration for creating positive action in the world.





# POST-AMPLIFICATION



## WINNER SPOTLIGHTS

Through video shorts we showcase the greatness of this years award winners and follow along with their story to show the continued support and impact the awards offer.

## AWARDS HIGHLIGHTS

Recap all the best bits from this years awards ceremony, including our activations, with a 1-2 min highlights video.



أخلاقنا  
AKHLAQUNA  
بالأخلاق ننير العالم | Morals enlighten our world



# LIVE EVENT PLAN





# STAGE OPTION A



SDI



بأخلاقنا  
ننهض بالمجتمع

بأخلاقنا  
ننهض بالمستقبل

بأخلاقنا  
ننهض بالمستقبل

With Akhlagna  
We'll rise with the future

بأخلاقنا  
ننهض بالمستقبل

أخلاقنا  
AKHLAQUNA  
بالاتفاق نبيّر العالم  
Morals enlighten our world





The stage set features several large blue cubes and a central screen. The cubes display the Arabic word 'أخلاقنا' (Akhlaquna) in white, stylized calligraphic font. Two cubes also feature a portrait of a man in a white thobe and ghutra. The central screen displays the Akhlaquna logo and the slogan 'بأخلاقنا ننهض بالمجتمع' (With our morals, we rise with the community).

With Akhlaquna  
We`ll rise with the future

بأخلاقنا  
ننهض بالمستقبل

أخلاقنا  
AKHLAQUNA  
بأخلاقنا ننير العالم  
Morals enlighten our world

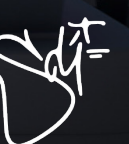






أخلاقنا  
AKHLAQUNA  
Morals enlighten our world بالأخلاق ننير العالم

STAGE OPTION B









Morals enlighten our world

كن سفيرا للأخلاق  
Be an ambassador for morals

بالأخلاق تنير العالم

أخلاقنا  
AKHLAQUNA  
لأخلاق تنير العالم



# VENUE ANALYSIS

	PUE Theatre	Multaqa
<b>CAPACITY</b>	500 (After Tech & A/V Set up)	900
<b>FOOTFALL</b>	Low	High
<b>VIP</b>	No space for Majlis or VIP seating	Art Gallery & Meeting Rooms
<b>INDOORS SPACE FOR ACTIVATIONS</b>	Very limited	Majlis Hallway Ballroom Foyer

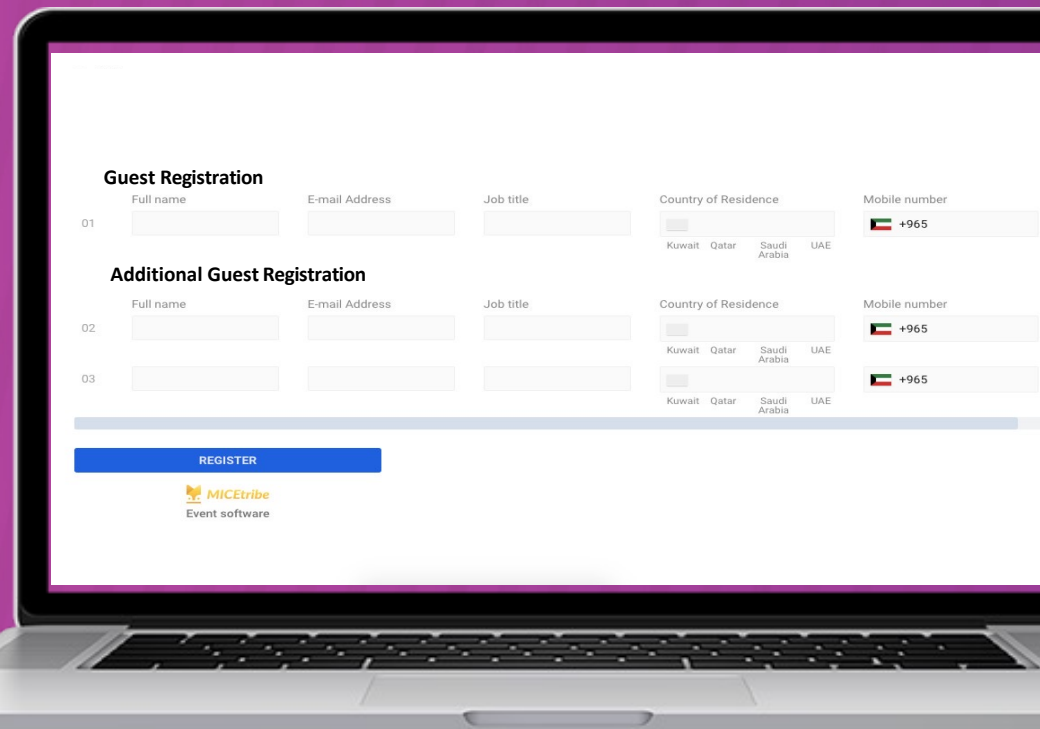
# RSVP MANAGEMENT

Guests register online and receive an E-ticket in their email and via SMS

This ticket also hold the event information such as location, social media accounts, and other relevant information.

Guests are checked in at the doors by scanning their unique QR code attendance numbers are reported live. Shared entry passes will be identified as already inside the venue if guests share their tickets.

Numbers of guests attending the event reports live.




**Guest Registration**

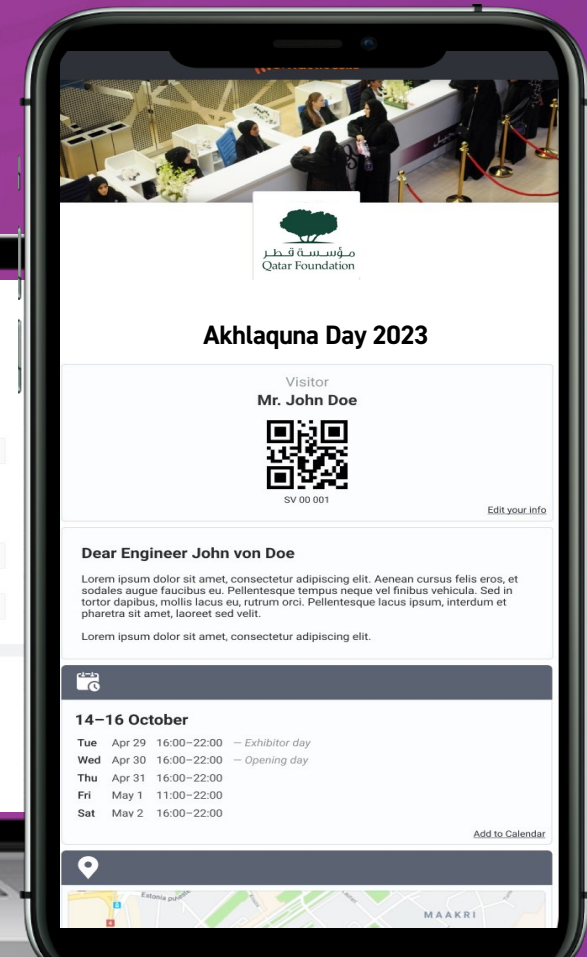
	Full name	E-mail Address	Job title	Country of Residence	Mobile number
01	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> Kuwait Qatar Saudi Arabia UAE	<input type="text"/> +965


**Additional Guest Registration**

	Full name	E-mail Address	Job title	Country of Residence	Mobile number
02	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> Kuwait Qatar Saudi Arabia UAE	<input type="text"/> +965
03	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> Kuwait Qatar Saudi Arabia UAE	<input type="text"/> +965

[REGISTER](#)


 **MICtribe**  
Event software



  
مؤسسة قطر  
Qatar Foundation

**Akhlaquna Day 2023**

Visitor  
**Mr. John Doe**

  
SV 00 001 [Edit your info](#)

**Dear Engineer John von Doe**


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean cursus felis eros, et sodales augue faucibus eu. Pellentesque tempus neque vel finibus vehicula. Sed in tortor dapibus, mollis lacus eu, rutrum orci. Pellentesque lacus ipsum, interdum et pharetra sit amet, laoreet sed velit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**14–16 October**

<b>Tue</b>	Apr 29	16:00–22:00	— Exhibitor day
<b>Wed</b>	Apr 30	16:00–22:00	— Opening day
<b>Thu</b>	Apr 31	16:00–22:00	
<b>Fri</b>	May 1	11:00–22:00	
<b>Sat</b>	May 2	16:00–22:00	

[Add to Calendar](#)

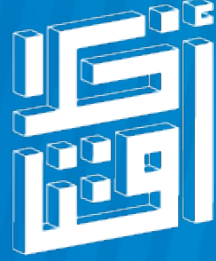
  
Estancia publico  
MAAKRI



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AKHLAQUNA

بالأخلاق ندير العالم Morals enlighten our world

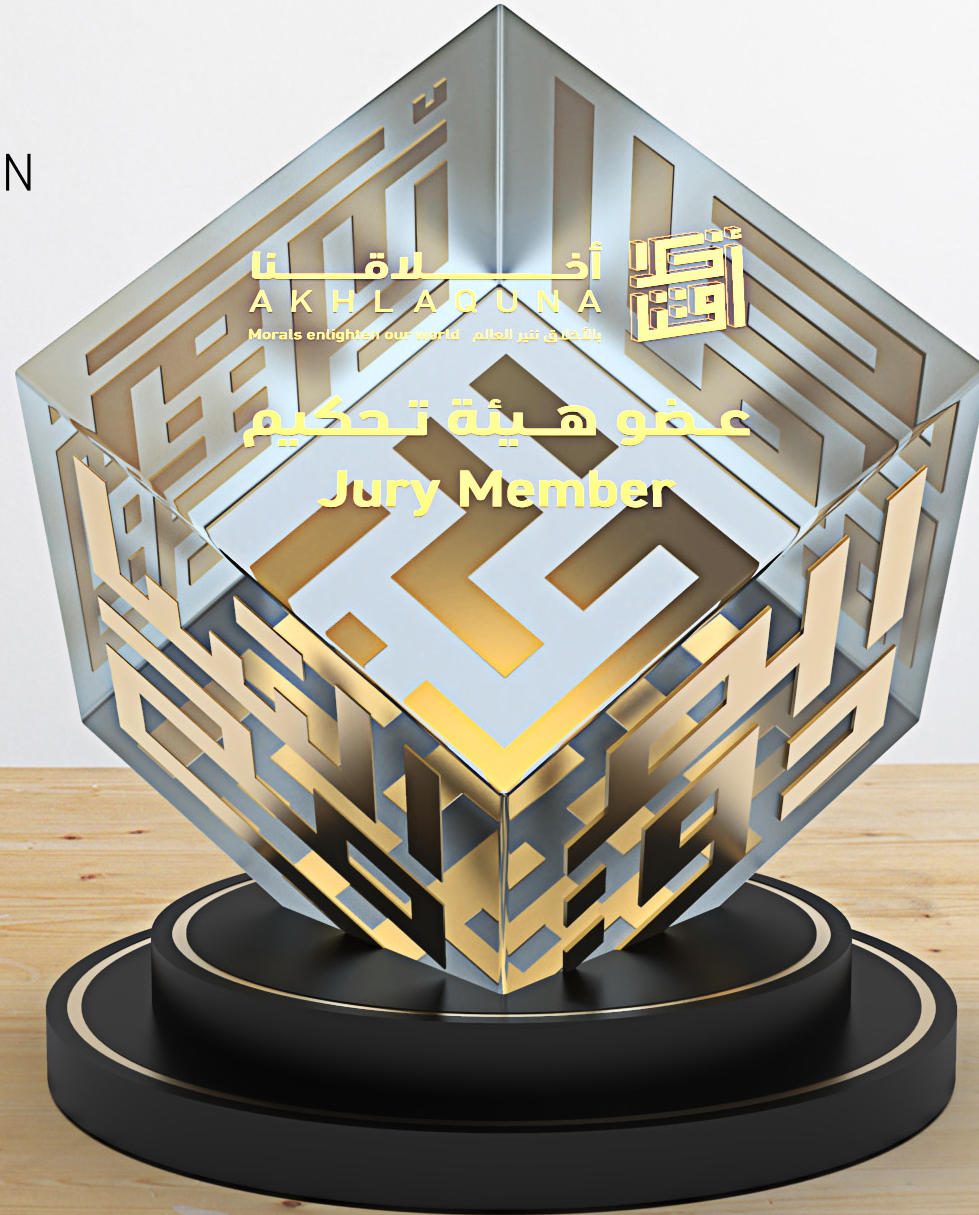


COLLATERAL





# JURY GESTURE OF APPRECIATION





# REGISTRATION DESK





# MEDIA WALL



CLICK TO DISCOVER



# INVITATION OPTION A



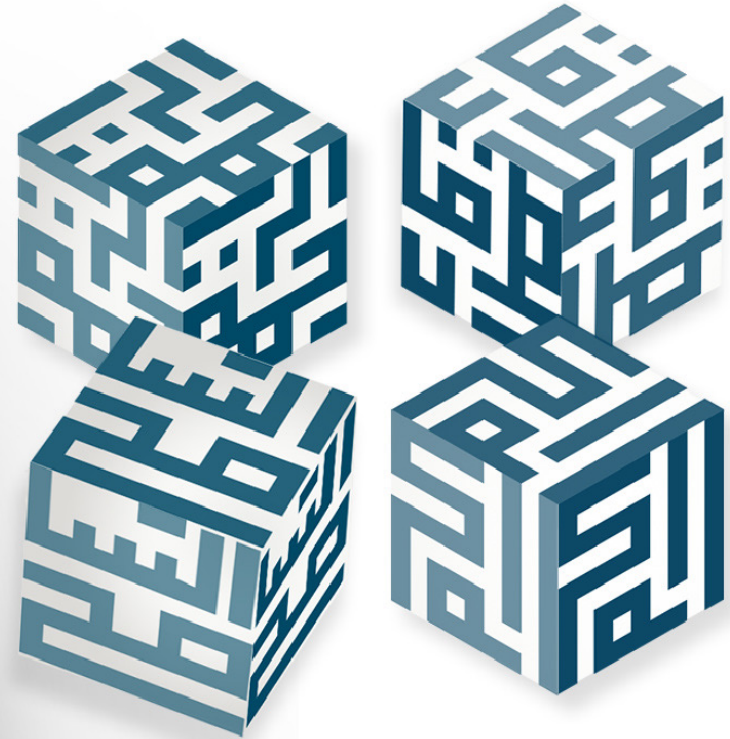








# INVITATION OPTION B



A handwritten signature or logo in black ink, located in the bottom right corner of the page.





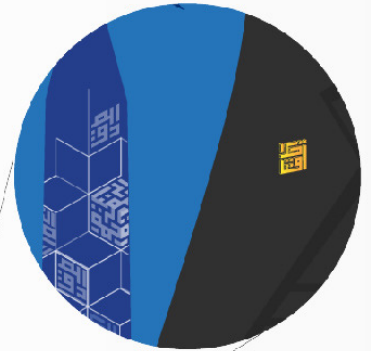
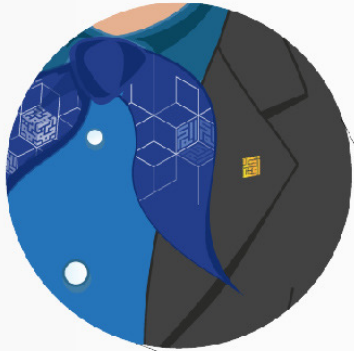
OUTDOOR  
SIGNAGE



Handwritten signature or logo in white Arabic script.



# UNIFORM



# LANYARDS



# STAFF BADGES

CLICK TO DISCOVER







# THANK YOU

