

***Qatar Reads Concept***  
*Reading the way with you*



qatar قطر  
reads اقرأ

*The concept will showcase how Qatar Reads programs impact the life cycle of a human (child – school student – university student / employee – parent).*



*The visual Art style will illustrate the value that QR add, the value will be highlighted using QR color system to differentiate the reading individual and others.*



*In "Doodle Style", the world will be themed in black and white, and the impact of reading will be demonstrated using colors of QR, Artworks will be developed more with the chosen Artist.*



*Theme*



qatar قطر  
reads تقرأ

*Through printed and digital media in the Stand, we will be encouraging our visitors to dedicate time for reading in their daily routine, by highlighting reading importance and benefits of reading on the individual, community and children on the long term, when they subscribe to our programs.*



*Messages to communicate  
Call to Action*

**القراءة لقادة المستقبل!**

**Reading for the future leadership!**

**تقرب إلى طفلك ونمّي حب القراءة معه!**

**Bond with your child and nurture their love for reading!**

**طريق النجاح يبدأ بصفحة!**

**The road to success starts with a page!**

**نتطلع لنجاحك!**

**Looking to your success!**

A5

**تقرب إلى طفلك ونَمِّي حب القراءة معه!**  
**Bond with your child and nurture their love for reading!**



Screen

**تقرب إلى طفلك ونَمِّي حب القراءة معه!**

تخصيص وقت للقراءة يقوي العلاقة والروابط بينك وبين طفلك، ليس ذلك فحسب، بل هنالك عدة فوائد نفسية وجسدية، كتخفيف القلق وقضاء وقت عائلي ومصدر لتعلم معلومات جديدة وتنشيط الذاكرة لك ولطفلك.

**Bond with your child and nurture their love for reading!**

Bonding with your child through reading will not only be special time for you and your child, but has many benefits psychologically and physically for both of you, like de-stress, enhance the memory, a sure one-on-one time together and excellent education method for you and your children.





## *Activation Ideas*



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reads تقرأ

### **Names Hunt!**

*To encourage curiosity and enhance the spelling and objective skills, this activation requires children to look for specific cardboards with names related to reading (Bookmark, Lamp, Highlighter, etc.) scattered around the bookfair, the children must collect and assemble them on the board located in the booth to win prizes.*

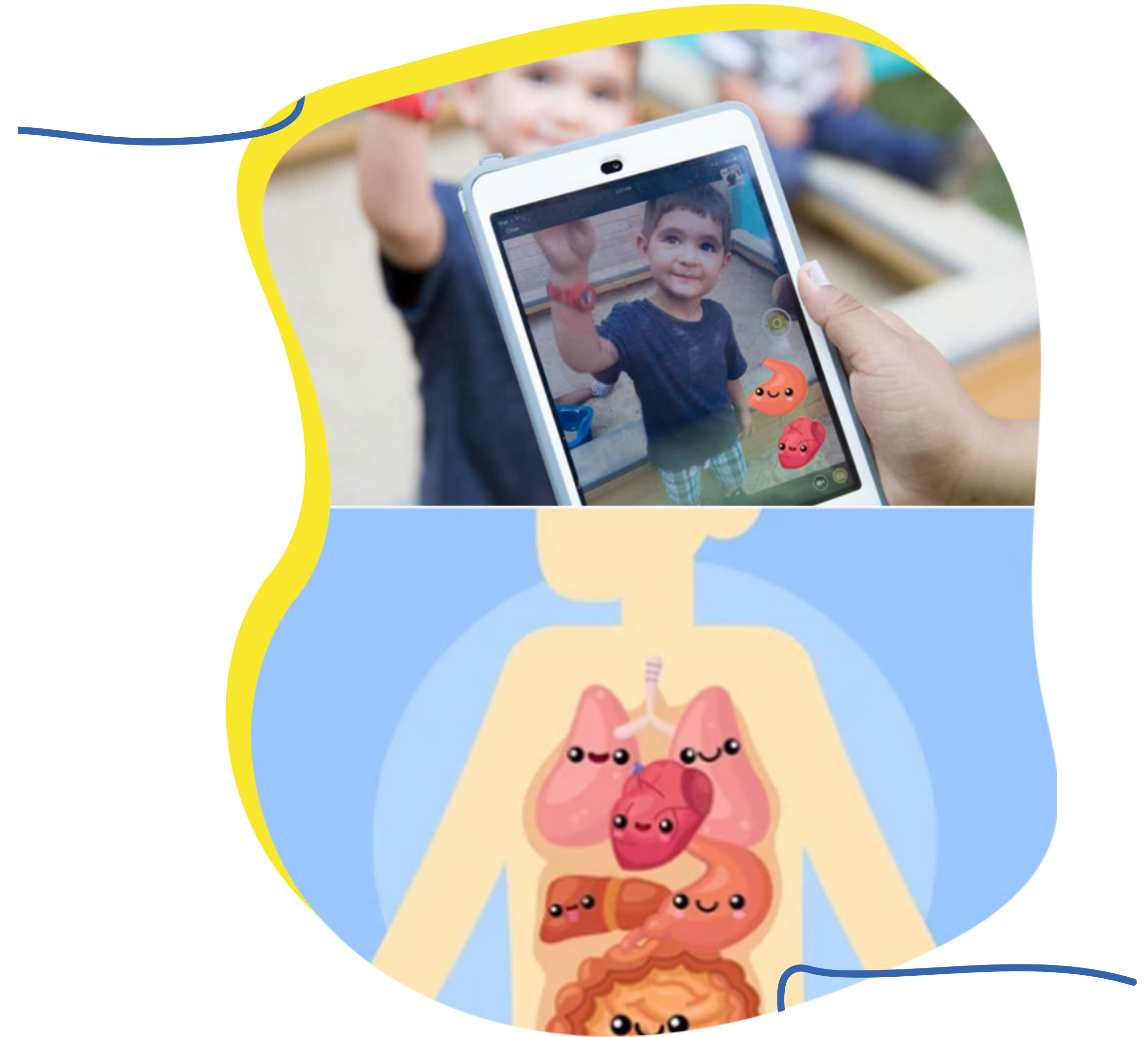
### **Spin Art on tables**

*Introducing color names to younger children, offering them a chance to experience color mixing and art making at the booth.*



### **Locate my organs**

*This activation will introduce the Human body Organs places and names to children, the young visitors will use the tablet to take a picture of themselves and locate vital organs on it, a brief about the organ and how it functions will be displayed.*



***Family Reading Program mailbox and packages***

*By giving special offers, give aways and by offering special book fair packages, we will focus on parents to subscribe their kids to our reading programs.*



**Booth**  
**Option One**



qatar قطر  
reads نقراً

















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qatar reads

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*Booth*  
*Option Two*



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reads نقراً

















*Thank you*



معرض الدوحة  
الدولي للكتاب  
DOHA  
INTERNATIONAL  
BOOK FAIR