

How does the COMs team bring value to members?

What benefits does the COMs team deliver?

Member Spotlight: We deliver a platform where you can amplify your voice and share your latest successes, products, and services in our Member Spotlight Feature. This new membership benefit offers members a platform to talk about their business, their history, their future, and their new innovations and demonstrate leadership amongst U.S. and Saudi audiences through the USSBC Monthly Bulletin, Social Media, and website – let your target audience know you are in the market.

Member Portal: We deliver access to member exclusive content in our newly updated Member Portal. Situated on our website, the member portal allows you to access member-only content and more by signing in. The member portal includes:

- **Member Directory:** Network with industry leaders, explore opportunities for business partnerships, and get to know our members through our member directory. The member directory is a resource exclusive to members that includes key organization information and point(s) of contact for each of our members.
- **Insider Content:** Stay informed of the latest business and economic trends with our Weekly and Monthly Economic Briefs, Quarterly USSBC Contract Awards Index Reports (featured in Arab News, Construction Week, Voice of America, Al Riyadh), and Industry Sector Reports (featured in The National, Engineering & Mining Journal, Energy & Utilities, Asharq Al Awsat).
- **Exclusive Event Invitation and Discounts:** Access member-only event invitations and attend our paid events for a discounted* price (or free) through your member portal (*discount amount depends on membership level).

PR Services and Brand Visibility: Reach your targeted international audiences with the Council's media distribution services. The Council works closely with its members to craft and disseminate articles which promote newsworthy member announcements. The Council also proactively seeks media placement opportunities for its members and utilizes its media relationships to present members with opportunities to interview and comment on relevant and trending topics. Additionally, get promoted on all our social media platforms with over 10,000 followers from prominent U.S. and Saudi audience.

Weekly clips: We deliver information that keeps you up to date about the latest news updates in Saudi Arabia. The weekly clips compiles government announcements, business updates across all sectors, and other reporting to help you make informed decisions.

Monthly Bulletin: We deliver quality and relevant content including a comprehensive summary of the past month's market research, upcoming events, member highlights, U.S. innovation ecosystems to watch, and Saudi developments delivered directly to your inbox.

Research and Analysis: We deliver access to primary and secondary research, intelligence gathering and market assessment, customized reports, knowledge creation/dissemination, and any other information you need to make an informed business decision involving the Saudi market.

Podcast: Be a guest on our new podcast, *Fireside Chats with Delano*. This podcast brings together influential government, private sector, and industry leaders that define the current U.S. and Saudi business and investment relationship.

Value Provided by COMs team members:

With over 25 years of collective experience, our communications and information team is well versed in traditional and digital communications, public relations, and marketing services. We maximize member exposure to help reach their target audience, demonstrate thought leadership, and introduce products, services, and innovations to U.S. and Saudi audiences. We also provide relevant market information, keeping members informed of the latest business news and market trends.

Wiam Alwazir: Marketing and Social Media Specialist

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