

Public Relations Office Report for the Academic Year 2024/2025

The Office's Duties

- I. Contracting with Sales Outlets
- II. Organizing Parties
- III. Organizing Graduation Ceremonies
- IV. Supervising Student Clubs
- V. Organizing Graduation Projects for Practical Faculties
- VI. Cooperating with External Parties

I. Contracting with Sales Outlets

The Public Relations Office at Misr International University plays a pivotal role in developing the university environment and serving its students and staff. Among its prominent duties is supervising the contracting process with restaurants and food service providers inside the university campus. The office is keen to select diverse and high-quality restaurants that meet the various dietary needs of students and Faculty members, while observing standards of hygiene, food safety, and reasonable prices.

The office also works to ensure variety in food choices, including fast food and healthy meals, Eastern and Western cuisine, in addition to vegetarian options, thereby enhancing the university life experience and creating a comfortable and balanced environment within the university. Through its continuous monitoring of the restaurants' performance and evaluation of beneficiary satisfaction, the Public Relations Office strives to sustainably develop the level of food services, aligning with the university's vision of providing a comprehensive and distinguished educational environment.

The Public Relations Office plays a fundamental role in contracting and supervising 12 food and beverage outlets inside the university campus, ensuring the provision of distinguished services that meet the needs of students, Faculty members, and staff.

The Office's duties in this field include the following:

- **Concluding contracts** with restaurants, cafes, and food service companies according to the quality and food safety standards adopted by the university.
- **Continuous supervision** of the outlets' performance, and monitoring the level of service, cleanliness, and quality of the products offered.
- **Ensuring the diversity of food choices** to meet the different tastes and dietary needs of students and staff.

- **Coordinating with the relevant authorities** within the university to monitor adherence to health and environmental requirements.
- **Receiving comments and suggestions** from students and Faculty members and working to continuously improve the level of service.
- **Achieving a financial and administrative balance** between the quality of the services provided and the economic return for the university through these contracts.

Through this comprehensive supervision, the Public Relations Office contributes to providing an integrated university environment that offers comfort and high-quality essential services on campus.

No.	Restaurant	Products
1	My Corner	Foul – Falafel (Egyptian Cuisine)
2	Man'oucheh	Manakeesh (Levantine Cuisine)
3	Sbarro	Pizza – Salad (Italian Cuisine)
4	TBS	Coffee – Croissant (Italian Cuisine)
5	Fresco	Coffee – Croissant (Italian Cuisine)
6	Cinnabon	Coffee – Cinnabon (American Cuisine)
7	Gyro	Souvlaki (Greek Cuisine)
8	Batates & Zalabya	Fries - Hotdog
9	Ashraf Farghaly	Natural Juices
10	R 2 GO	Panini (Italian Cuisine)
11	La Fraise	Mini Market
12	Metro Express	Mini Market



II. Organizing Parties

The Office plays a fundamental role in organizing major events and activities that foster a spirit of belonging among students and support communication within the university community. In this context, the Office undertook the organization of a large concert to celebrate the new students and the start of the new academic year, in an atmosphere full of enthusiasm and positive energy.

The Office was keen for the event to be exceptional in all respects. The famous artist **Tamer Hosny** was contracted to sing in the party, which added a celebratory ambiance to the occasion. The concert witnessed unprecedented attendance exceeding **15,000 students and alumni** of the university, reflecting the party's successful organization.

Through this event, the Office demonstrated its ability to organize major public events combining entertainment and positive interaction and contributing to enhancing the university's image as an institution that cares for its students and makes their university experience comprehensive and enriching.



III. Graduation Ceremonies

The Office plays a pivotal role in **organizing graduation ceremonies**, undertaking the planning and supervision of all preparation stages for the ceremony to ensure it reflects the university's reputation and the distinction of its graduates. Its duties include the following:

- **Coordinating efforts** between various university departments to determine the ceremony's date and location and to prepare the hall or area designated for the celebration.
- **Communicating with sponsoring companies and entities** to provide the necessary logistical and advertising support, contributing to the execution of the ceremony with the highest level of organization.
- **Organizing the ceremony segments**, which include speeches by the university's leadership, honoring top graduates, certificate distribution, in addition to artistic and entertainment segments.
- **Supervising the general appearance and decorations** in a way that reflects the university's identity and gives the ceremony both a formal and celebratory nature.
- **Media coordination** to cover the event through photography and preparing media materials for publication on the university's platforms and social media sites.

Through these efforts, the Office contributes to making the university's graduation ceremonies a special occasion that is cherished in the memory of students and their families and reflects the spirit of belonging and pride in the academic institution.

The Office undertakes complete supervision of the organization of the annual graduation ceremonies, from planning and preparation to execution in order to ensure the ceremony is conducted in an honorable manner befitting the reputation of the university and its graduates. The duties and procedures include the following:

- **Contracting with the Kempinski Hotel - Fifth Settlement** to host the graduation ceremonies over five consecutive days, ensuring comfortable organization and the distribution of different faculties.
- **Manufacturing, cleaning, and preparing the graduation attire** for all graduates according to unified standards that reflect the academic identity of the university.
- **Designing and manufacturing specialized shields and trophies** to honor the high achievers in different faculties.

- **Manufacturing official certificate holders** featuring the university's logo for presentation during the ceremony.
- **Designing and executing a dedicated model (mock-up)** for graduate photography to serve as a distinctive aesthetic background for photos.
- **Contracting with a photography studio** to document the entire ceremony including individual and group photos.
- **Contracting with a videography office** to cover the ceremony and produce a commemorative film documenting the occasion.
- **Contracting with a specialized office for flower arrangement and supply** to elegantly and attractively decorate the hall and the ceremony stage.
- **Contracting with a company for lighting and sound installation.**
- **Contracting with an office for the installation of the main display screen** to show the names of the graduates and the segments accompanying the ceremony.
- **Coordinating and supervising the student clubs** tasked with assisting in the ceremony organization to ensure smooth coordination and guest reception.

Number of invited parents: 5,240.

Number of participating students in the ceremony: 1,310.

Through these procedures, the Public Relations Office is keen to ensure that the graduation ceremonies are a distinguished occasion that reflects the university's pride in its students and their achievements.

Graduation Ceremonies Schedule - Misr International University (2025)

No.	Faculty	Date
1.	Faculty of Business Administration & International Trade	7/9/2025
2.	Faculty of Oral & Dental Medicine	8/9/2025
3.	Faculty of Al-Asun & Mass Communication	14/9/2025
4.	Faculty of Engineering (Department of Electronics & Communications – Department of Architecture) and the Faculty of Computer Science	15/9/2025
5.	Faculty of Pharmacy	16/9/2025





IV. Supervising Student Clubs

The Office plays an active role in supervising 16 student clubs, including community service clubs, academic clubs, recreational clubs, in addition to the University Theatre.

The Office's role includes the following:

- **Monitoring and coordinating student club activities** to ensure they align with the university's mission and objectives in supporting student personality and skill development.
- **Providing administrative and logistic support** to the clubs in holding their events, including securing venues, equipment, and necessary approvals.
- **Organizing joint events** between different clubs to foster a spirit of cooperation and teamwork among students.
- **Supervising the University Theatre** in terms of organizing artistic and theatrical performances and encouraging students' creative talents.
- **Following up with community service clubs** in implementing volunteer initiatives that contribute to serving the environment and the community surrounding the university.
- **Providing media coverage** for club activities and highlighting them across the university's various platforms.

Through this supervision, the Office ensures that student clubs serve as an effective platform for refining students' skills and developing a spirit of leadership, belonging, and social responsibility within the university.

No.	Club	Faculty Advisor
1.	Utopia	Mohamed Abdelfattah
2.	Tuners	Dr. Mohamed Elsaywy
3.	ASCC	Dr. Mohamed Elsaywy
4.	DIMAS	Dr. Mona Shaalan
5.	El-Warsha	Dr. Rana Hossny
6.	CDC	Dr. Mahassen Farghaly
7.	Entity	Dr. Mahassen Farghaly
8.	AIESEC	Mohamed Abdelfattah
9.	ACPC	Dr. Ashraf Abdel Raouf
10.	IEEE	Dr. Mahassab
11.	MUN	Dr. Lobna Hattem
12.	IHEPC	Dr. Lobna Hattem
13.	TEDxMIU	Dr. Ola Fahmy
14.	MSP	Dr. Ayman Nabil
15.	Gamers Lounge	Dr. Neama R. Yousri
16.	MTC	Dr. Mohamed Saraya

No.	Club	Faculty Advisor
17.	VENTURES	Dr. Maha Fikry



V. Organizing Graduation Projects for Practical Faculties

The office plays a key role in organizing graduation projects for the practical faculties, given the importance of these projects in showcasing students' achievements throughout their years of study and highlighting the university's level of creativity and academic excellence.

The office's responsibilities in this area include:

- **Organizing graduation project exhibitions for the following faculties:**
 - **Faculty of Engineering – Architecture Department:**
Overseeing the preparation of engineering exhibitions and architectural designs and setting up halls to display student models and projects in a professional and visually appealing manner.
 - **Faculty of Engineering – Electronics Department:**
Coordinating with the department to provide the necessary technical and media support for presenting students' technological innovations and devices.
 - **Faculty of Computer Science:**
Managing events that showcase innovative applications, software tools, and programming projects to faculty members and invited guests from the tech industry.
 - **Faculty of Al-Asun and Mass Communication:**
Supporting the presentation of media graduation projects, such as documentaries, advertisements, magazines, and linguistic research projects, and organizing screening events and award ceremonies.
- Coordinating among the different faculties to unify the event schedule and ensure smooth organization and comprehensive media coverage for each faculty.
- Sending invitations to guests from professional bodies and specialized companies to attend the presentations, providing students with networking and future career opportunities.
- Overseeing media coverage and documentation, including preparing newsletters, photos, and videos that highlight the accomplishments of both the students and the university.

Through these efforts, the Public Relations Office helps present an impressive and professional image of graduation projects at Misr International University, positioning them as a platform for creativity and innovation and strengthening the connection between the university and the job market.

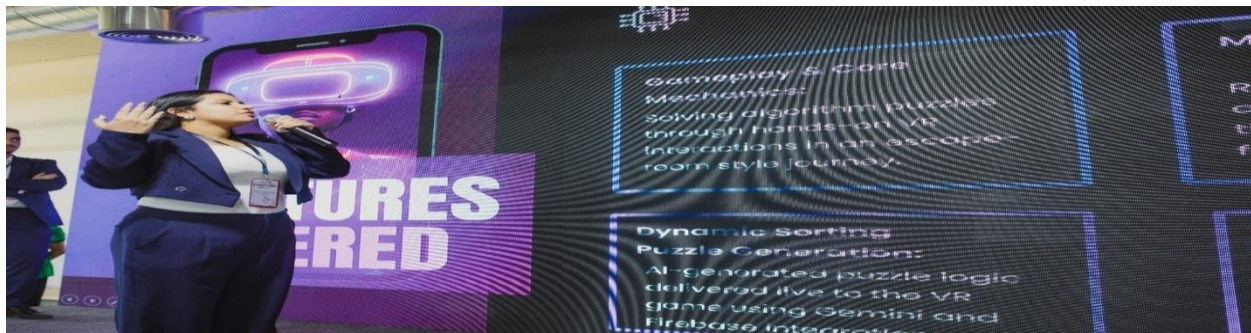
No.	Day	Exhibition	No. of Attendees
1	23/6/2025	Faculty of Engineering – Electronics Department	250



No.	Day	Exhibition	No. of Attendees
2	2/7/2025	Faculty of Engineering – Architecture Department	150



No.	Days	Exhibition	No. of Attendees
3	24&25/6/2025	Faculty of Computer Science	500



No.	Day	Exhibition	No. of Attendees
4	25/6/2025	Faculty of Al-Alsun & Mass Communication	1100





VI. Collaboration with External Partners

The office plays a strategic role in signing sponsorship agreements with both international and Egyptian companies, with the aim of strengthening partnerships with the private sector and creating additional revenue streams that support the university's resources and enhance its services.

The importance of this role can be summarized as follows:

- **Attracting major international and local companies** to sign sponsorship agreements that allow them to promote their products and services on campus in an organized manner aligned with the university's policies.

- **Providing mutually beneficial sponsorship opportunities**, enabling companies to access a large and diverse community of students and faculty members, while the university benefits from financial returns and logistical support.
- **Diversifying the university's income sources** by utilizing advertising spaces and organizing co-branded events featuring well-known commercial partners.
- **Strengthening the university's image** as a modern institution open to collaboration with economic and commercial sectors.
- **Supporting student activities and university initiatives** through sponsorship allocations, thereby reducing the financial burden on the university.
- **Overseeing the implementation of sponsorship agreements**, ensuring that companies comply with all agreed-upon standards related to quality, advertising format, or marketing content.

Through these efforts, the office successfully balances the marketing objectives of partner companies with the educational priorities of the university, making these partnerships a model of effective collaboration between higher education and the private sector.

Names of Contracted Sponsors

#	Company
1	Infinity
2	Lolies
3	Close Up
4	StrongVille
5	Heinz
6	Nescafé
7	Fayroz
8	C Z
9	Oriental Weavers
10	La Croissant
11	Leap
12	Eucerin

Director of the Public Relations Office