

At Qatar Rail, we are committed to deliver transparent, honest and timely communications to our customers and wider stakeholders. Qatar Rail's Company Communication & Public Relations Policy sets out our strategic goals and underlying principles to enable us to deliver and sustain effective Corporate and Customer brand communications and public relations engagement with all of our stakeholders.

OUR GOALS

- Deliver informative, honest, proactive and reliable engagement with internal and external stakeholders
- Develop and sustain Qatar Rail's Corporate brand in terms of messaging and visual identity
- Build awareness of our Metro and Tram brands and deliver 'Best in Class' communications to our Metro and Tram customers
- Develop and implement a PR strategy to change perception and associated behavior towards public transportation by 2020

BASIC PRINCIPLES

We will achieve our goals by:

- Developing and implementing the Communication & Public Relations strategies, plans, policies, procedures and budgets that are consistent with the approved development strategy and management directives
- Providing effective communication to achieve a greater understanding of Qatar Rail overall vision, mission and their implementation
- Ensuring communications strategy and plans are aligned to the business strategy
- Ensuring our communications are consistent, accurate, honest, clear and concise, and targeted in a way which is appropriate to each of our stakeholder groups by creating a 'single voice' emanating from and within Qatar Rail
- Ensuring proactive communication and providing timely responses where needed
- Establishing effective channels for responsive communications to stakeholder needs
- Ensuring positive and strategic stakeholder engagement including measuring impact and taking necessary action
- Ensuring two-way flow of information between Qatar Rail and its stakeholders in a transparent manner
- Working collaboratively with internal stakeholders to create and develop public awareness campaigns about our services to customers
- Providing Communication and Public Relations services to customers as required and requested

We will create a working environment characterised by a commitment to this policy, best practises and continual improvement.

This policy statement is our personal commitment and that of Qatar Rail's leadership team to achieve effective communication in delivering world-class rail network and services.




Abdulla Al Subaie

Managing Director & CEO

Leading Excellence بالتفوق ملتزمون