

THE MID-MONTH

Magazine
November 2022

15 Nov - 15 Dec
Calendar

Tips & Tricks

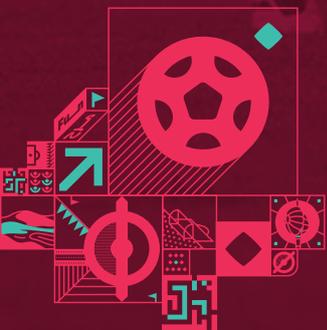


BB insights

Brand Promotions
During the FIFA

Top Trends

FIFA WORLD CUP
Qatar 2022



FIFA World Cup 2022

Extraordinary digitized & organized experience



GOING TO QATAR



We will discuss everything related to its healthcare sector!

In the past years, the healthcare sector in Qatar has witnessed a great renaissance and qualitative leaps on more than one level! Qatar is one of the countries that is ranked as developed as it provides an integrated health care system in comparison with others!

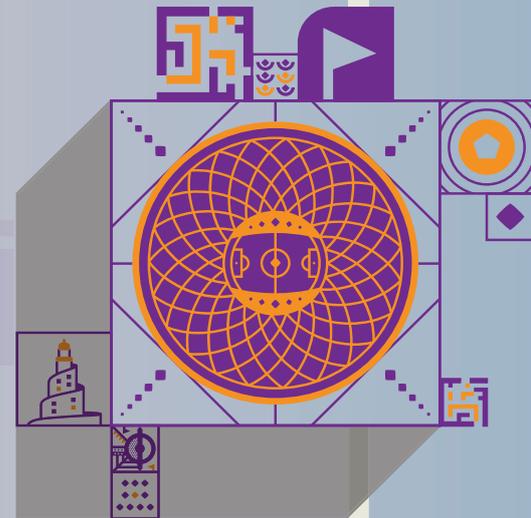
The health sector in Qatar has an important role in the coverage of the FIFA World Cup, In a collaboration with the international football association and the World Health Organization, to be prepared for all medical services during the Championship period.

Qatar healthcare sector has signed a 3-year partnership with the World Health Organization in October 2021, in a collaboration with FIFA to enhance physical and mental health in their community.



Lusail Stadium

- Will be the intended venue for housing units, shops, food courts, **health clinics** and a school! With outdoor terraces for new homes and a community football pitch. After the FIFA World Cup
- The destination for the FINAL match and 10 other matches! The **LARGEST** stadium in comparison with others as it can accommodate **80,000** individuals!



Lusail Stadium

um

Which hospitals are engaged with the FIFA World Cup healthcare collaboration?

The healthcare teams that are in cooperation with the FIFA world cup event will provide the best services to ensure that all matches and events will be held in a healthy and safe environment and to be ready to deal with any case that needs an ambulance.

- 1 Hamad Medical Hospital - Located between the two largest FIFA World Cup Stadiums. (Al Bayt Stadium & Lusail Stadium).
- 2 World Health Organization.
- 3 Ministry of Qatari public health.
- 4 Aspetar hospital.
- 5 Qatar Red Crescent.
- 6 Sidra medicine.



Aspetar hospital role in the FIFA world cup

Aspetar hospital is specialized in Orthopaedic and sports medicine and it has an important role in providing the best care for athletes during FIFA World Cup, due to its professionalism in sports medicine, orthopedic surgeries, sports rehabilitation and scientific support.

Aspetar's role in the FIFA World Cup will start in providing medical services that keep athletes safe from injuries and to enhance their performance. The medical team will give their clinical support and knowledge to maintain trainees orthopedic health, this is achieved by providing education programmes, fitness assessment, nutrition, psychology, physiology and physical training.

World Health Organization role in the FIFA World Cup

The state of Qatar, FIFA, and the World Health Organization made a partnership to support and maintain a safe health system! WHO role in FIFA will be implemented in protecting all individuals that are involved in the FIFA and to prevent COVID-19 spread.

As well as, one of the World Health Organization targets is to raise awareness about following a healthy lifestyle through encouraging millions all around the world to play football and to maintain their physical activity.

Also, WHO is considering the FIFA World Cup as an opportunity to develop a blueprint that ensures health system improvement and to have the ability to manage all sporting events in the future.

Attending the FIFA World Cup?

Get to know more about their medical services! By Checking the website that is revealed by the ministry of public health! The Ministry of Public Health revealed a new website to Qatar's visitors that provides all the medical information needed for all individuals and some health recommendations that are related to the FIFA World Cup. The Ministry of Public Health is working with all healthcare partners in Qatar to make sure that all individuals that are coming to the FIFA World Cup have easy access to medical services.

IF you face any injury or illness, all you have to do is to call 999 to ask for an emergency that will be supported by Hamad Medical Corporation's ambulance! They operate for 7 days and 24 hours!



If you need to seek medical advice for non-life-threatening cases like burns, strains, high fever, dehydration and dizziness, visit one of these medical centers that provide 24-hour walk-in care for patients

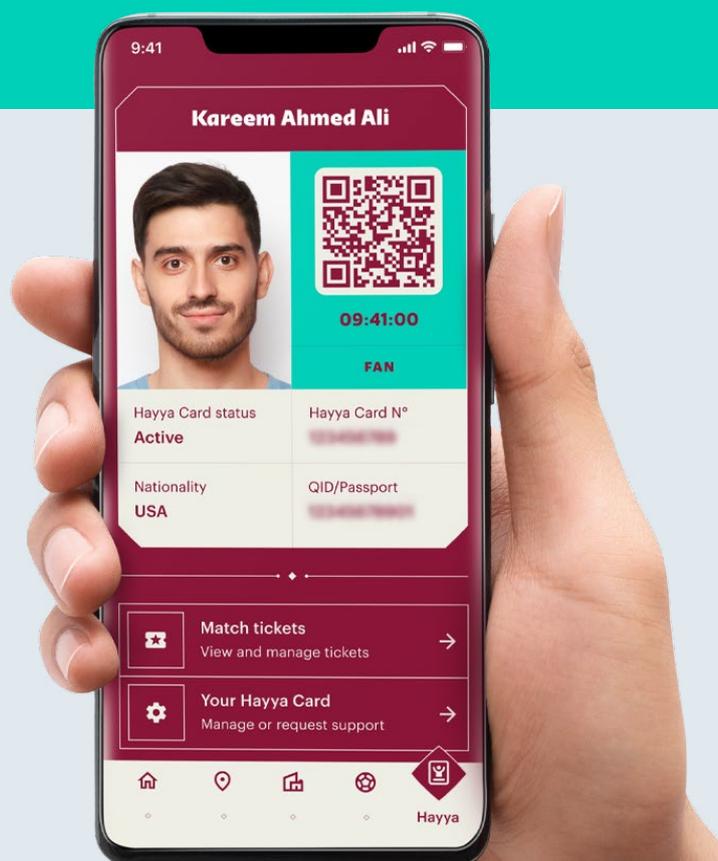
- 1- Al-Sheikha Aisha Bint Hamad Al Attiyah Hospital.
- 2- Al Wakra Hospital.
- 3- Hamad General Hospital





And if you need emergency and urgent medical service, it is recommended to visit the Hamad Medical Corporation (HMC) as the FIFA World Cup fans can access emergency and urgent medical services for **FREE** during the championship.

To enjoy the FREE medical service, you must have a **Hayya card**



Things to consider to protect yourself from COVID-19. The Qatari ministry of public health has shared their recommendations to reduce the risk of covid-19 incidence! Check them out:

- 1-** Get COVID-19 vaccine including the booster dose.
- 2-** Maintain good hygiene and wash your hands with water and soap or use sanitizer.
- 3-** Keep away from people and avoid shaking hands & kissing.
- 4-** Wear your face mask in crowded closed areas.
- 5-** Use your sleeve to cover your nose and mouth when sneezing and coughing or use tissue paper.

Would you like to know which pharmacies are open for 24 hours in Qatar? Here you go!



- Care n Cure Pharmacy
- Kulud Pharmacy
- Wellcare Pharmacy
- Pharmacy & more center (PMC).

Are you going with your children?

Get to know the available health centers for children!

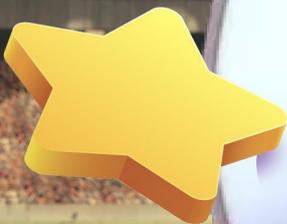
Almost all health centers provide medical care to children, but there are specialized centers for children care! So if you face any urgent case with your child, it is recommended to seek medical advice in Hamad Medical Corporation's Pediatric Emergency Center or Sidra Medicine, as they provide optimum and safe clinical care.



BB insights

Brand promotions during the FIFA World Cup 2022

The World Cup is considered as a golden opportunity as time spent and engagement on social media increases .



Here are some tips from **business box team** to seize this period of time to set up an effective marketing plan that increases profit:

A Determine your audience:

If you have customers in a specific area, promote in a way that matches your audience.

Not only by knowing where they live, their gender or their age, you have to understand how they engage with your brands.

B Set a plan that suits the upcoming event!

You can divide your marketing plan into two categories; predictable and unpredictable. The FIFA World Cup is considered a predictable event, so you can set a plan according to the matches that are going to take place for the upcoming days to increase enthusiasm and engagement for your followers.

C Be creative

Promote your product or brand in a way that comes-up with the FIFA World Cup!

Relate your brand even if it's medical to the FIFA World Cup, as this will inspire consumers and attract their attention.

Here are some examples for creative promotional ideas in medical sector :

Al-Sharif Eye center made a promotion with highlighting on the FIFA World Cup!



KukuBima is considered an energy booster that contains healthy ingredients and vitamins, They made a campaign during the FIFA World Cup to increase engagement with their followers and to raise awareness about their brand through competitions and giveaways.



Tips & Tricks

A FAN OF FIFA WORLD CUP 2022?
Don't forget to take with you these things:



Over-the-counter drugs like painkillers, motion sickness medicine, antihistamines and cough relievers.



Sanitizers, as you will deal with thousands of people in the stadium, and you will be prone to viral infections.



First-Aid kit, containing aloe vera gel for sunburns, insect bite anti-itch creams, anti-septic wound cleaner and bandages.



Top Trends





Jordan

#المنتخب_الاسباني
#البحر_الميت
#MENAICT2022



KSA

#كاس_العالم
#روسيا
#جنفل80



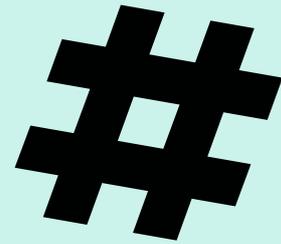
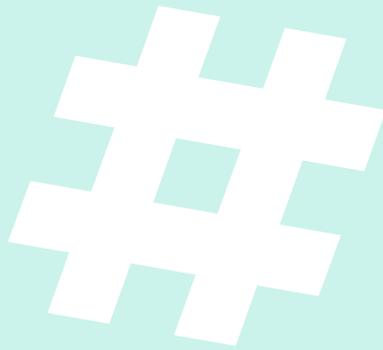
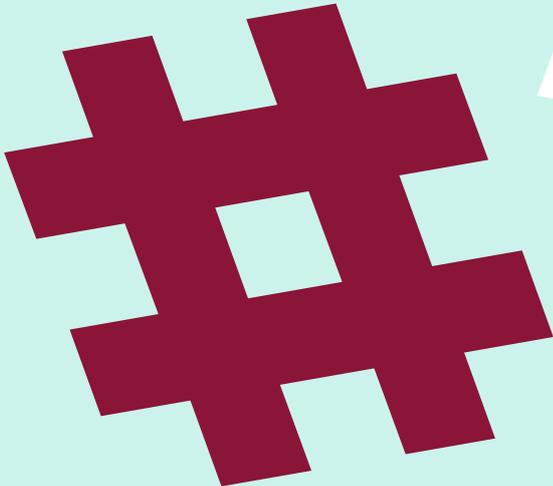
UAE

#Poland
#الكونغرس_العالمي_للاعلام
#Ronaldo



QATAR

#كاس_العالم_2022
#المونديال_شرقي
#Ronaldo



15 November

Calendar

15 December

Nov

21 Nov

World Television Day

DEC

1 Dec

World Aids Day

5 Dec

World Soil Day

10 Dec

Human Rights Day

11 Dec

International Mountain Day

14 Dec

International Energy Day



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