

CULTURAL AWARENESS

WHO WE ARE?



Events & Lifestyle Consultancy

MARHABA FROM HASHTAGMYHUB!

Looking for an authentic glimpse of the UAE? As an events and lifestyle consultancy, we offer a wide range of custom tourist experiences, all with a focus on Emirati culture.

Educational and interactive, our programmes help our clients and their guests make memories that will last a lifetime, from dune bashing in the famed desert sands to an expert tour of historical monuments.

HashtagMyHub is on hand to develop an adventure that works for you. We're here to meet your needs, creating bespoke itineraries, personalizing trips and providing insights on the local way of life, so every visitor feels at home.

Welcome to the UAE.

CULTURAL AWARENESS



Refers to the ability to develop respect and appreciation for others by removing one's self from customary norms and experiencing life through the thinking and values of another culture.

IMPORTANCE OF CULTURAL AWARENESS

UAE is a melting pot with over 200 nationalities and over 80% of them are expats.

Cultural Understanding and Awareness plays a crucial role in private organizations operating here.

INDIVIDUALS



WHY CULTURAL AWARENESS?

Cultural Understanding and Awareness plays a crucial role in everyday life of tourists, expats, and professionals in the UAE. The UAE is a beautiful country filled with the most warm, friendly, and hospitable people in the world.

With over 200 nationalities, we must embrace and learn from a variety of different people in order to fully appreciate the brilliance of this culturally rich landscape.

INDIVIDUALS



YOU'RE DOING IT WRONG

If you've learned about the Middle Eastern culture by watching Western Television, chances are, you're doing it wrong! We're a judgement-free zone that's here to help you avoid embarrassing yourself... and others.

By fully immersing yourself into the environment of another culture, you can ensure that you're being the most authentic version of yourself while celebrating your surroundings in a respectful manner.

We teach the deep fundamentals of what it means to be an Emirati and help you avoid falling victim to the stereotypical Hollywood misconceptions.

INDIVIDUALS



HOW INDIVIDUALS BENEFIT FROM OUR SERVICES?

Whether you are a tourist, a recent mover to UAE, or and expat who wishes to expand their knowledge of the UAE culture and traditions, #MYHUB can help as follows:

- Cultural Awareness Program for Individuals (2 Pax Min)
- Guided Private City tours
- Visits of traditional places
- History sessions
- Do's and Don't's in the society
- How to Settle in the UAE
- Hidden Gems around town
- Eat like a local
- Live the full experience of visiting/living in the UAE

ORGANIZATIONS



CULTURAL AWARENESS IS IMPORTANT FOR BUSINESS

Why is cultural awareness so important for business success?

CULTURAL SENSITIVITY

In a conservative country, it is very important to understand how to be culturally sensitive in order to avoid accidentally offending nationals, business colleagues, clients or suppliers.

KNOWLEDGE

Being aware of the most crucial Dos & Don'ts in terms of Rules & Regulations will protect your employees from getting themselves into trouble – which may have a negative impact on your business

AWARENESS

Being aware of the correct 'Business Etiquette' will allow your business to handle relations with respect and better understanding, resulting in effective cross-cultural management and dealings.

ORGANIZATIONS



THE MISSING PIECE



Cultural Awareness is the final piece of the puzzle.

Without the appropriate understanding of the culture they operate in, organizations will always face difficulties accommodating new employees to the surrounding environment.

ORGANIZATIONS



MANAGING CULTURAL DIVERSITY

To achieve Cultural Awareness, we must first learn to manage Cultural Diversity. Like many growth processes, this process starts with recognition of a need and finishes with celebration:

- Recognize Personal Lack of Understanding
- Suspend Judgment
- Demonstrate Empathy
- Systematically check Assumptions
- Accept Ambiguity
- Celebrate Diversity

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CULTURAL AWARENESS ACROSS FUNCTIONS

CUSTOMER SERVICE

People from different cultures can have different needs and expectations, of which staff need to be aware in order to provide exceptional service

MARKETING

Understanding the values, etiquette, customers , attitudes, and manners supports the development of an effective marketing strategy

PRODUCT DEVELOPMENT

Like Marketing, the cultural context of the target market can be a core consideration when deciding product implementations

BUSINESS DEVELOPMENT

Cultural Awareness helps build credibility, respect and influence, while avoiding misunderstandings and offence in cross-cultural interactions

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WHAT VALUE DO WE OFFER?

Enhance Staff Performance & Increase General Corporate Productivity

- Respectful Interaction between Expats and Emiratis
- Cultural Awareness and Understanding
- Business Etiquette
- Encourage Employee Integration
- Situational Protocols
- 1-on-1 Sessions with our Expert
- Cultural Intelligence
- Guidelines on “How to Settle in Dubai”

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STEPS TO CULTURAL AWARENESS



Understanding the UAE History



Facts and Figures of the UAE



Understanding the Basics of Islam



Understanding of Tribal Life



Understanding of Marriage practice



Understanding of Traditional Clothing



Understanding of Correct Behavior



Experiencing the Emirati Cuisine



Guided Explorer/ Orientation Tour



Complete Cultural Understanding

ORGANIZATIONS



HOW ORGANIZATIONS BENEFIT FROM OUR SERVICES?

Organizations benefit from our services in many different ways:

- Newly recruited employees get a full inside on the Emirati culture and traditions
- Employees on all levels looking to expand their cultural knowledge
- Improve first hand interaction with the community
- Creating culturally rich events for guests

PACKAGES



Experience the Emirati Culture through our Cultural Awareness Program

Sample Program

- Pickup at the hotel/office/home
- Program held at authentic Emirati Venue
- Emirati Lunch Provided (Water and Arabic Coffee included)
- 4-hour Orientation City Tour
- Return drop off at the hotel/office/home

Prices Available Upon Request

OUR BEAUTIFUL VENUES



Private Desert Venue Set Up



Al Bastakiya - Al Fahidi Historical Neighbourhood



Majlis on an Emirati Farm



Qasr Al Sultan Desert Venue



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