

2016 MEPRA Leadership Majlis

*The future of Public Relations in the Middle East:
Innovation, Disruption and Relevance*

At a glance:

- Location: Ritz Carlton Grand Canal, Abu Dhabi - UAE
- Date & Timing: Wednesday 25th May, 2016 From 6pm to 10pm

Agenda:

06.00	Welcome reception & registration
06.45	Opening Remarks
07.00	Guest Speaker
07.20	Keynote Speaker
07.40	Special Guest Speaker
08.20	Guest Speaker
08.40	Guest Speaker
09.00	Panel Discussion
10.00	Closing Remarks

Master of Ceremony & Opening remarks

Brian Lott, Executive Director, Groups Communication, Mubadala and Chair of MEPRA Board

Guest Speaker

Theme: Trends in digital marketing and social media in the Arab world

Yousef Tuqan, Vice-President, Marketing & Analytics, Careem

Keynote address

(To be introduced by **Fatima Al Khateeb**, Account Director, Brunswick Gulf Ltd)

Theme: Innovation in government – **H.E. Noura Al Kaabi**, Minister of State for Federal National Council Affairs, Chairwoman of Media Zone Authority and twofour54

Special Guest Speaker

Theme: how the airline has used its 'blank sheet of paper' to create new models in business – and in communications - **Peter Baumgartner**, Chief Executive Officer of Etihad Airways

Guest Speaker

Theme: Innovation in communications - Global best practice and PR in the Middle East -

Rania Rostom, Chief Innovation and Communication Officer, MENA – GE

Guest Speaker

Theme: New MEPRA research: The industry view on innovation, disruption and relevance -

Ray Eglington, Group Managing Director, Four Communications

Panel Discussion

Theme: Who drives innovation: in-house or agencies?

Panellists:

- **Simon Buerk**, Senior Partner, Blue Rubicon
- **Deema Kingsmill-Moore**, Director of Public Relations, Middle East & Africa, Marriott International
- **Aida Al Busaidi**, Senior Manager, PR & Communications, DTCM
- **Sconaid McGeachin**, President & CEO, Africa, Middle East & Turkey, Hill+Knowlton Strategies
- **Tod Donhauser**, CEO, Edelman UAE

Moderator – **Tom Ashby**, Partner, Consulum

2016 MEPRA Visionary Award