

Brought to you by



CREATIVE COMMUNICATIONS IN SAUDI ARABIA: INSPIRING INNOVATION AND ENGAGEMENT

Tuesday 1st October 2024
Location: Riyadh, KSA



مبادرة mepra
Leadership
Majlis KSA 2024

The 2024 MEPRA KSA Leadership Majlis will explore the future of creative communications in the Kingdom. Keynotes and panel sessions will focus on embracing change, fostering creativity, engaging youth, and integrating cultural heritage into modern communication strategies to drive impactful and relevant campaigns.

TIME	TOPIC	SPEAKER
3:00 PM - 4:00 PM REGISTRATION AND NETWORKING		
4:00 PM - 4:10 PM	Welcome & Opening Remarks	<ul style="list-style-type: none"> Monther Tayeb, Executive Vice President, Corporate Communications at Almarai, MEPRA Executive Board Member and Head of the MEPRA KSA Leadership Majlis Committee
4:10 PM - 4:30 PM	<p>VIP Keynote: The Future of Creative Communications in Saudi Arabia: Embracing Change and Innovation</p> <p>This keynote will address the evolving landscape of creative communications within Saudi Arabia, emphasizing the necessity of embracing change and innovation to stay relevant in the local market. The speaker will share insights on nurturing creativity and driving impactful campaigns tailored to Saudi audiences.</p>	<ul style="list-style-type: none"> Dr. Ahmed Suhail Ajina, Academic and Business Consultant
4:30 PM - 4:50 PM	The 2024 Kingdom Reputation Report	<ul style="list-style-type: none"> Mazen Nahawi, MEPRA Executive Board Member; Founder & Group CEO of CARMA
4:50 PM - 5:35 PM	<p>Innovative Campaigns: Creativity in Saudi Communications</p> <p>This panel will explore the role of creativity in modern communications within Saudi Arabia, focusing on how innovative campaigns can capture public attention and drive engagement.</p>	<p>Moderated by Abeer Alessa, Co-Founder & CEO, The Bold Group</p> <ul style="list-style-type: none"> Samya Hussain, Consultant, Marketing & Corporate Communications Dr. Thamer A. Baazeem, Marketing and Behavioral Economics Professional Essam Ahmed Alghamdi, Marketing and Communication Expert
5:35 PM - 6:15 PM COFFEE BREAK		
6:15 PM - 6:25 PM	Chairperson's Welcome	<ul style="list-style-type: none"> Kate Midttun, MEPRA Chairperson and Founder/CEO, Acorn Strategy
6:25 PM - 7:10 PM	<p>Engaging the Youth: Revitalising Creative Content and PR in Saudi Arabia</p> <p>This panel will focus on the importance of creativity in public relations, particularly among the youth in Saudi Arabia. It will discuss the current lack of creativity and propose ways to inspire and train young Saudis in these fields.</p>	<p>Moderated by Monther Tayeb, Executive Vice President, Corporate Communications at Almarai, MEPRA Executive Board Member and Head of the MEPRA KSA Leadership Majlis Committee</p> <ul style="list-style-type: none"> Ahmad Almusained, Vice President of Marketing & Corporate Communication at MATARAT Holding Nouf Saad Mohammed Alarify, Director of Communications and Community Investment, BAE Systems Saudi Arabia Bandar AlToaimi, GM Corporate Communication; Communication and Marketing Expert
7:10 PM - 7:55 PM	<p>Cultural Integration: Blending Tradition with Modern and Creative Communication in Saudi Arabia</p> <p>This panel will delve into the harmonious blend of traditional Saudi cultural elements with contemporary communication strategies. It will explore how leveraging cultural heritage can enhance creative campaigns and create a deeper connection with the audience.</p>	<p>Moderated by Sameh Hamtini, Executive Vice President, Middle East, Managing Director Saudi Arabia, Burson</p> <ul style="list-style-type: none"> Turki AlToaimi, Corporate Communications Expert Eman AlSaidi, Vice President of Corporate Communications, Zain KSA Jarrah bin Mohammed Al-Jarrah, General Manager of Corporate Communications and Public Relations, and Official Spokesperson for the Ministry of Industry and Mineral Resources (MIM)
7:55 PM - 8:05 PM	<p>MEPRA Fellowship Presentation</p> <p>MEPRA Fellowship is the highest level of membership awarded by the MEPRA Board for exceptional contributions to the PR industry in the Middle East.</p>	<ul style="list-style-type: none"> Kate Midttun, MEPRA Chairperson and Founder/CEO, Acorn Strategy Monther Tayeb, Executive Vice President, Corporate Communications at Almarai, MEPRA Executive Board Member and Head of the MEPRA KSA Leadership Majlis Committee
8:05 PM - 8:15 PM	Closing Remarks	<ul style="list-style-type: none"> Kate Midttun, MEPRA Chairperson and Founder/CEO, Acorn Strategy
8:15 PM MAJLIS CLOSE		

MC - Jamal Almuayqil, Communication Expert, TV Anchor, and Former Journalist

In partnership with



Supporting Partners:

