



# OUTLOOK FOR PR IN THE MIDDLE EAST

9th September 2025  
2:30 PM - 5:30 PM Local Time  
Doha, Qatar

The 2025 MEPRA Qatar Leadership Majlis highlights the importance of understanding emerging trends, challenges, and opportunities within the region's dynamic PR landscape and with the rapid evolution of media and communication strategies, this event will provide insights, foster discussions, and build connections among industry practitioners.

| TIME  | TOPIC   | SPEAKER   |
|---|---|---|
| 2:30 PM - 3:00 PM REGISTRATION  |   |   |
| 3:00 PM - 3:10 PM   | Welcome & Opening Remarks   | <ul style="list-style-type: none"><li>Kate Midttun, MEPRA Chairperson; Founder &amp; CEO of Acorn Strategy</li></ul>  |
| 3:15 PM - 4:00 PM   | <p>Panel Discussion: The Death of 'Spin': PR and Communications in an Age of Disinformation</p> <p>This panel will explore the changing landscape of public relations and communications in a world where misinformation and disinformation are on the rise. Traditional PR techniques, often seen as 'spin,' are increasingly being scrutinized as public trust in institutions, media, and official sources erodes.</p> | <ul style="list-style-type: none"><li>Aadel Haleem, Executive Producer &amp; Presenter, Euronews</li><li>Dr. Marc Owen Jones, Associate Professor of Media Analytics, Northwestern University, Qatar</li><li>Mazen Nahawi, MEPRA Fellow &amp; Executive Board Member; Founder &amp; Group CEO of CARMA</li><li>Moderated by Justin Kerr-Stevens, MEPRA Executive Board Member &amp; Head of MEPRA Qatar Leadership Majlis Committee</li></ul> |
| 4:00 PM - 4:30 PM BREAK   |   |   |
| 4:30 PM - 4:55 PM   | <p>Presentation: Key Findings from Internal Communications and Culture Gulf Landscape 2025 Research Study</p> <p>A look at the first and most comprehensive regional study into internal communications and corporate culture, offering valuable benchmarks and insights for Gulf-based organisations.</p>  | <ul style="list-style-type: none"><li>Kateryna Byelova, Internal Communications and Culture Expert</li></ul>  |
| 4:55 PM - 5:00 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"><li>Kate Midttun, MEPRA Chairperson; Founder &amp; CEO of Acorn Strategy</li></ul>  |
| 5:00 PM - 5:30 PM   | Fireside Chat: The Middle East on the Global Stage and the Role of Communications   | <ul style="list-style-type: none"><li>Kate Midttun, MEPRA Chairperson; Founder &amp; CEO of Acorn Strategy</li><li>MEPRA Fellow</li></ul>   |
| 5:30 PM   | Closing Remarks   | <ul style="list-style-type: none"><li>Kate Midttun, MEPRA Chairperson; Founder &amp; CEO of Acorn Strategy</li></ul>  |
| 5:35 PM MAJLIS CLOSE  |   |   |
| MC - Iman Asante, MEPRA Strategy Board Member; Managing Director, BLJ Worldwide |   |   |

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**Iman Asante**

MEPRA Strategy  
Board Member;  
Managing Director at  
BLJ Worldwide



Welcome &  
Opening Remarks

**Kate Midttun**

MEPRA Chairperson  
and Founder/CEO at  
Acorn Strategy

## The Death of 'Spin': PR and Communications in an Age of Disinformation



**Aadel  
Haleem**

Executive Producer  
& Presenter,  
Euronews



**Dr. Marc  
Owen Jones**

Associate Professor  
of Media Analytics,  
Northwestern  
University, Qatar



**Mazen Nahawi**

MEPRA Fellow &  
Executive Board  
Member; Founder &  
Group CEO  
of CARMA



Moderator

**Justin  
Kerr-Stevens**

MEPRA Executive Board  
Member & Head of  
MEPRA Qatar Leadership  
Majlis Committee

## Key Findings from Internal Communications and Culture Gulf Landscape 2025 Research Study



**Kateryna Byelova**

Internal Communications and  
Culture Expert



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# SPECIAL THANKS

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## MEPRA Qatar Leadership Majlis Committee Members



**Iman Asante**

MEPRA Strategy  
Board Member;  
Managing Director  
at BLJ Worldwide



**Lauren Fryer**

CEO at MUSE



**Justin  
Kerr-Stevens**

MEPRA Executive  
Board Member &  
Head of MEPRA  
Qatar Leadership  
Majlis Committee



**Eliana  
Maakaroun**

Country Head at  
Action Global  
Communications  
(Doha)



**Edyta Mroz**

Communications  
Director at MUSE

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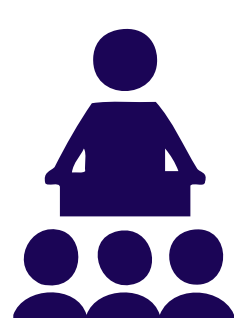
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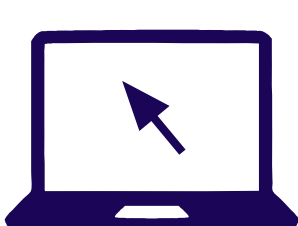
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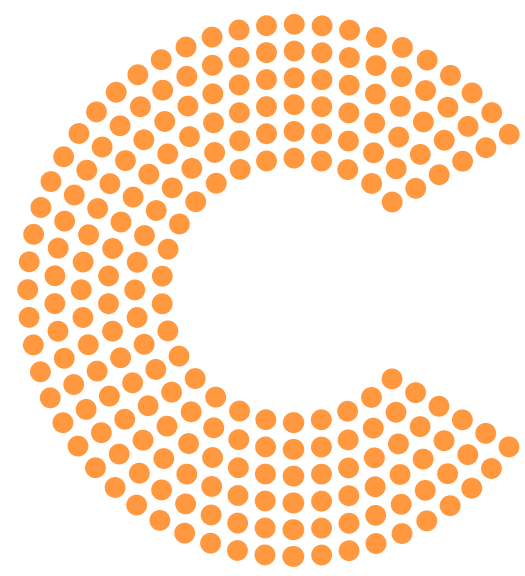


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