



مجلس قيادة
Leadership
 Majlis UAE 2026

Emerging Stronger

Shaping What Comes Next

Date: 23 June 2026
 Time: 8:30 AM - 1:30 PM GST
 Location: Abu Dhabi

The UAE Leadership Majlis returns for its 11th edition, bringing together the brightest minds and senior communications leaders to explore how the UAE is emerging stronger and the role of communications in shaping what comes next. Through a mix of keynote insights, breakout sessions, roundtables, presentations and panel discussions, the Majlis offers a platform for meaningful dialogue, practical insights and future-focused collaboration.

8:30 AM Welcome & Networking

9:00 AM Shaping the UAE's Next Chapter

Opening Keynote: Framing the UAE opportunity in a shifting landscape and setting the direction for what comes next.

9:10 AM Resilience in Focus: Insights & Intelligence

A data-led deep dive into how organisations are responding to ongoing change across the region. Grounded in real-time insights, this session highlights emerging patterns, risks, & opportunities.

9:40 AM Sector Perspectives: Overcoming Challenges Across Industries

A series of focused presentations exploring how different sectors are adapting to disruption and uncertainty. Sharing practical insights from energy, finance, technology, and tourism leaders.

10:40 AM Communicating Through Change: Strategies That Work

Agency-led advice on communications strategies to proactively manage challenges & push the UAE's resilience. Real examples of what's working, what's changing, & what communicators need to prioritise next.

11:00 AM Coffee Break

11:20 AM Leadership Panel: Communicating Resilience and What Comes Next

How leaders are moving beyond crisis across organisations, sectors and countries. Focusing on the priorities shaping the future, while balancing risk, resilience and long-term confidence.

12:00 PM Internal Communications: Attracting, Retaining and Engaging Talent

A series of 5-min presentations from panellists, followed by a moderated discussion. Focusing on how organisations are communicating with, supporting & retaining talent in an evolving workplace.

12:40 PM MEPRA Fellowship Presentation

MEPRA Fellowship is the highest level of membership awarded by the MEPRA Board for exceptional contributions to the PR industry in the Middle East.

12:45 PM Shaping What Comes Next

Interactive roundtable discussion to identify practical actions & priorities. Each table will present their top three actions, alongside shared commitments & clear next steps for implementation.

1:30 PM Closing Remarks

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Host



NEDA SHELTON

MEPRA Vice Chair;
Head of Communications, Marketing
& Corporate Affairs at Solutions Plus

Shaping the UAE's Next Chapter



H.E. HEND AL OTAIBA

Founder & CEO of HAO Strategies, former UAE
Ambassador to France, MEPRA Fellow, and Senior
Leader in Strategic Communications and Global Affairs

Resilience in Focus: Insights & Intelligence



MAZEN NAHAWI

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



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Sector Perspectives: Overcoming Challenges Across Industries



**BENJAMIN
SCHROEDER**

MEPRA Strategy Board Member; Group Chief Communications Officer, Corporate Communications, Al Futtaim Group



GEHAN SIDKY

MEPRA Strategy Board Member; Assistant Director-Destination PR & Communications at Ras Al Khaimah Tourism Development Authority



**MAHMOUD
FANSA**

MEPRA Strategy Board Member; Regional Communications Director, GE Vernova



RASHA GHANEM

MEPRA Strategy Board Member; Director of Public Affairs and Communications, Middle East & North Africa at Ford Middle East

Communicating Through Change: Strategies That Work



KATE MIDTTUN

MEPRA Strategy Board Member; Founder & CEO, Acorn Strategy



LISA WELSH

MEPRA Fellow; Co-Founder & Managing Partner, North Seventy Five



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**#PROGRESS
CONTINUES**



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Leadership Panel: Communicating Resilience & What Comes Next



BRIAN LOTT

MEPRA Fellow; Chief Communications Officer, Mubadala



FAHEEM AHAMED

Group Chief Marketing and Communications Officer, G42



MAZAR MASUD

MEPRA Executive Board Member & Chair of the UAE Leadership Majlis Committee; Senior Vice President, Corporate Affairs, M42

Internal Communications: Attracting, Retaining & Engaging Talent



DANA BANUTA

Senior Internal Communications & Employee Engagement Advisor



JAMES MORLEY

Founder and CEO, Coppers Brook Group



KATERYNA BYELOVA

MEPRA Strategy Board Member; CEO at Sage XP



KELLY KOLKER

Director of Communications, Middle East, Africa & Central Asia, McKinsey & Company



ZIAD HASBANI

MEPRA Fellow; Regional Chief Executive Officer, Weber Shandwick MENAT

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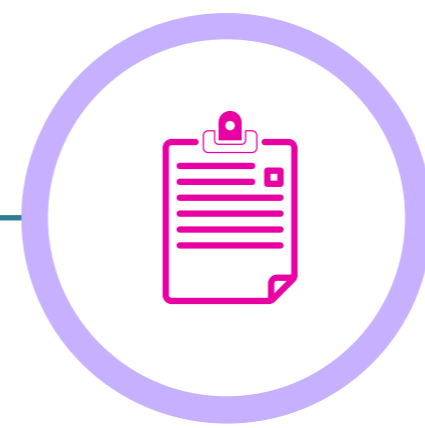
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Access to member exclusive content, including research, case studies and industry articles



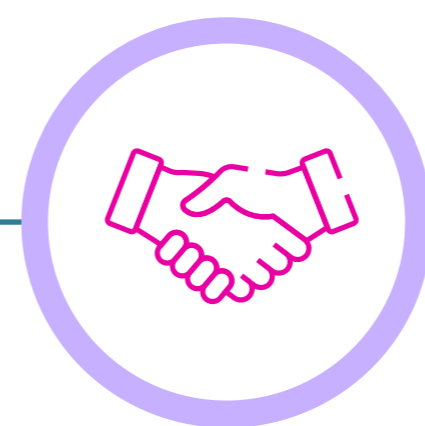
FREE job advertising to a community of more than 40,000



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Opportunity to join the MEPRA Board or one of MEPRA's working groups



Ability to become a MEPRA and CIPR Accredited PR Practitioner

SPECIAL THANKS

2026 MEPRA UAE LEADERSHIP MAJLIS

COMMITTEE MEMBERS



MAZAR MASUD

MEPRA Executive Board Member & Chair of the UAE Leadership Majlis Committee; SVP, Corporate Affairs, M42



LAURA THORBORN

MEPRA Strategy Board Member; Global Managing Director, Hunt & Gather



LIBBY O'HENNIGAR

MEPRA Strategy Board Member; Vice President – Corporate & External Media Relations, Mubadala



NATASHA D'SOUZA

MEPRA Executive Board Member & Chair of the UAE Leadership Majlis Committee; SVP, Corporate Affairs, M42



NATASHA HATHERALL-SHAWE

MEPRA Strategy Board Member; Founder & CEO, TishTash Group / TishTash Communications



OISIN COMMANE

MEPRA Strategy Board Member; Head, Thought Leadership and Programing, ADSW Masdar



OLLIE LAWSON

MEPRA Strategy Board Member; Director, Ollie Lawson Advisory



RACHEL MAYCOCK

MEPRA Strategy Board Member; Managing Partner, Place Advisory and Public Affairs



SAAD ABU TOUQ

MEPRA Strategy Board Member; Managing Director, Public Relations, UAE Ogilvy



SHAIMAA EL NAZER

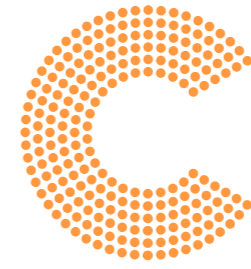
MEPRA Strategy Board Member; Founder, The Conscious Comms Collective

THANK YOU

TO OUR PARTNERS



MUBADALA



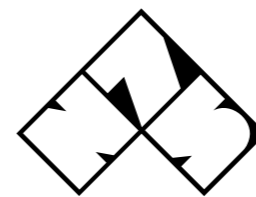
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