



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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