mepra مبرة
Leadership
Majlis KSA 2026

From Vision to Impact

How Strategic Communication is Shaping Saudi Arabia's Transformation

Date: 2 December 2026
Time: 3:00 - 7:30 PM Local time
Location: Riyadh, Saudi Arabia

غازكو GASCO
Strategic Partner & Headline Sponsor

Saudi Arabia's Vision 2030 has transformed industries, economies, and communities at an unprecedented pace. Behind every successful transformation lies strategic communication that builds trust, shapes reputation, influences behaviour, and creates lasting impact.

The eighth MEPRA KSA Leadership Majlis will explore how communication has evolved from a support function into a strategic leadership discipline that enables national transformation. Through real-world case studies, research and discussions with industry leaders, the Majlis will examine how communication is helping shape Saudi Arabia's global reputation, strengthen organisations, support youth development and nurture the next generation of communicators, and embrace emerging technologies such as AI while maintaining trust, transparency and human leadership.
The Majlis will showcase practical lessons from across government, business and industry, demonstrating how impactful communication is driving success across Vision 2030.

3:00–4:00 PM	Arrivals & Networking	
4:00–4:05 PM	Welcome & Opening Remarks	
4:05–4:15 PM	Opening Keynote: Confidence in Change: Leading Communications in a New Regional Landscape	An opening address exploring the role of strategic communication in advancing Saudi Arabia's Vision 2030 and shaping the Kingdom's future.
4:15–4:35 PM	Reputation by CARMA - Saudi Arabia 6th edition	A presentation of the latest insights into Saudi Arabia's reputation, stakeholder perceptions and the evolving communications landscape.
4:35–5:15 PM	From Vision to Impact: Communication as a Driver of Transformation	A discussion on how strategic communication is helping shape Saudi Arabia's transformation, strengthen its global reputation and create lasting impact across key Vision 2030 initiatives, from tourism and investment to healthcare, culture, sport and entertainment.
5:15-5:45 PM	Coffee Break	
5:45–6:25 PM	The Future of Communication: AI, Trust and Leading Through Uncertainty	A forward-looking discussion on how AI, trust, reputation & leadership are reshaping the communications profession, while examining the importance of developing future communications talent, preparing the next generation of professionals, & equipping organisations to lead with confidence in an evolving regional landscape.
6:25–7:10 PM	Impactful Organisation Transformation: Building Organisations Ready for the Future	A session exploring how effective internal communication, leadership, and employee engagement are enabling organisations to navigate change and deliver transformation from within. Featuring regional research findings and Saudi perspectives.
7:10-7:15 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.
7:15-7:20 PM	Closing Remarks	
7:30 PM	Majlis Close	

Gold Insights Partner: CARMA
Gold Partner: INFLUENTIAL COMMUNICATION الاتصال المؤثر
Venue Partner: مدارين MADAREEM HOTEL
Official Airline Carrier: flynas طيران ناس
Supporting Partners: A2Z MEDIA GROUP, Jummar جمّار