



The New Architecture of Influence

10 September 2026
1:00 PM – 6:00 PM Local Time
Doha, Qatar

Communications is no longer just about controlling the message. It's about shaping the conditions in which organisations can build trust, influence decisions and remain resilient.

Regional conflict, geopolitical realignment, economic uncertainty, rapid advances in AI and changing media habits are reshaping how information is created, shared and trusted. Traditional media remains critical, but it now sits alongside creators, employees, AI, algorithms, events and online communities as part of a much broader influence ecosystem. The result is a communications environment that is more complex, more interconnected and less predictable than ever before.

For communications leaders, success is no longer measured simply by the reach of a campaign or the prominence of a headline. It is measured by an organisation's ability to provide strategic counsel, align leadership and stakeholders, strengthen resilience, influence decision-making and respond confidently when the environment shifts.

The 2026 MEPRA Qatar Leadership Majlis will bring together senior leaders from government, business, media and communications to explore what this new architecture of influence means in practice. Together, we'll examine how the profession is responding to geopolitical change, technological disruption and evolving public expectations, and what communications leaders need to do to help their organisations remain trusted, resilient and influential in a rapidly changing Middle East.

1:00 PM-1:30 PM Arrivals & Networking

1:30 PM-1:40 PM Welcome & Opening Remarks

1:40 PM-2:10 PM Leading Under Pressure

2:10 PM-2:35 PM Resilience in the Face of Uncertainty: An Assessment of Qatar's Reputation in a Turbulent Geopolitical Scene

2:35 PM-3:15 PM Panel Discussion: Trust in the Age of AI

3:15 PM-3:40 PM Afternoon Tea

3:40 PM-3:50 PM MEPRA Fellowship Presentation

3:50 PM-4:10 PM Influence Starts Inside: GCC Internal Communications & Culture Research

4:10 PM-4:55 PM Panel Discussion: Events as Engines of Influence

4:55 PM-5:00 PM Closing Reflections

5:00 PM-6:00 PM Majlis Close & Networking Reception

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