mepra awards 2026

CELEBRATING 25 YEARS

Celebrating the

BRIGHTEST, BOLDEST, AND BRAVEST

in the Middle East

Special Thanks



Memac Ogilvy

Diamond Partner

BUILDING THE FUTURE

From AI-integration to PR-first solutions, we are in the business of shaping a future-proof industry.

Memac Ogilvy

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EVENT PROGRAMME - A CELEBRATION OF EXCELLENCE

7:00 PM	Ceremony Commences
7:07 PM	Chairman's Welcome Speech – Justin Kerr-Stevens
7:10 PM	Diamond Partner Speech – Memac Ogilvy
7:16 PM	Best Campaign in Arts, Culture & Heritage
7:19 PM	Best Campaign in Automotive
7:22 PM	Best Campaign in Consumer Goods (FMCG)
7:25 PM	Best Campaign in Consumer Services
7:28 PM	Best Campaign in Education
7:31 PM	Best Campaign in Financial & Professional Services
7:34 PM	Best Campaign in Government Communications & Public Affairs
7:37 PM	Best Campaign in Healthcare & Well-Being
7:40 PM	Best Campaign in Property & Real Estate
7:43 PM	Best Campaign in Retail, Fashion & Beauty
7:46 PM	Best Campaign in Sports & Recreation
7:49 PM	Best Campaign in Technology
7:52 PM	Best Campaign in Transportation & Logistics
7:55 PM	Best Campaign in Travel, Tourism & Hospitality
7:58 PM	Best Brand Activation Event
8:01 PM	Best Collaborative Partnership Campaign
8:04 PM	Best Corporate Reputation Campaign
8:07 PM	Best Crisis Communications / Issues Management Strategy
8:10 PM	Best ESG & Sustainability Campaign
8:13 PM	Best Integrated Campaign – B2B
8:16 PM	Best Integrated Campaign – B2C
8:19 PM	Best Internal Communications or Change Management Campaign

Weber Shandwick

HIGHLIGHTS FROM THE PAST YEAR:

- Keeping our feet on the ground
- Being each other's light in the dark
- Exploring new pathways to earn value



CARMA

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Audience Insights

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CARMA combines AI-driven monitoring with expert insights to empower PR and comms pros with the 'So What?' that matters to your leadership.

MUBADALA

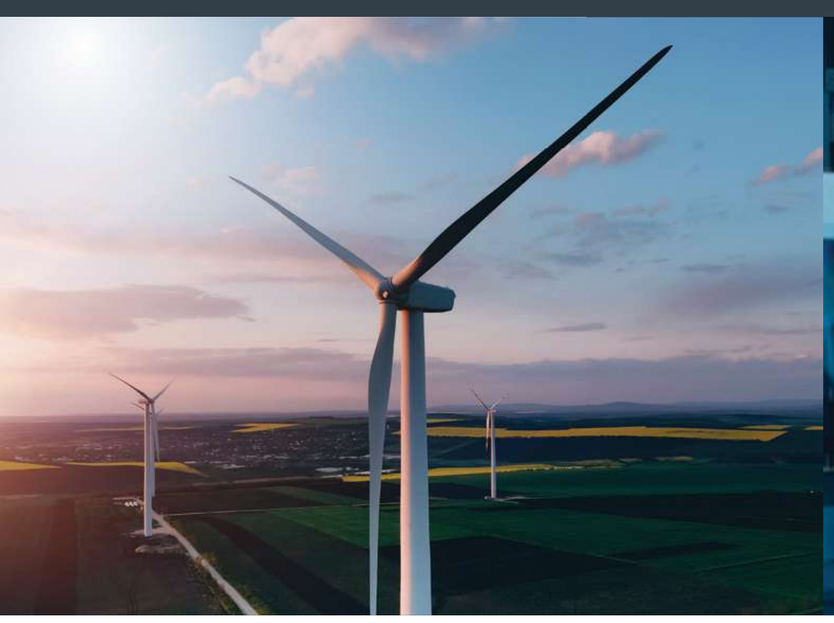
ARCHITECTS OF FUTURE INDUSTRIES

Mubadala is a global investor, shaping the industries of tomorrow and creating sustainable value for generations to come.

We invest with purpose — deploying capital across technology, healthcare, clean energy, and advanced industries that transform economies and empower progress.

Through our global partnerships and forward-looking strategy, we act not only as investors but as innovators — building resilient businesses, driving opportunity, and redefining what's possible.

Investing today to shape the industries of tomorrow.







BAYER

Advancing a healthier, more resilient future for the Middle East

From advancing healthcare and self-care to supporting agriculture and food security, we believe innovation matters most when it responds to the real needs of communities. Guided by our mission, Bayer is committed to contributing to a future where progress is not only innovative, but inclusive and lasting.

Health for all,
Hunger for none



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8:22 PM	Best Media Engagement Event
8:25 PM	Best Stunt or Live Event
8:28 PM	Best Use of Artificial Intelligence
8:31 PM	Best Use of Influencers or Brand Ambassadors
8:34 PM	Best Use of Limited Budget – Non-Profit / Pro-Bono Campaign
8:37 PM	Best Use of Media Relations – B2B, in partnership with Telum Media
8:40 PM	Best Use of Media Relations – B2C
8:43 PM	Best Use of Social Media
8:46 PM	Best Use of Thought Leadership
8:49 PM	Best Campaign in North Africa
8:52 PM	Best Campaign in Qatar
8:55 PM	Best Campaign in Saudi Arabia
9:02 PM	Best Campaign in the UAE
9:05 PM	Best Campaign in the Wider GCC
9:08 PM - 9:38 PM	Dinner Break
10:00 PM	Outstanding Student Campaign
10:02 PM	The “Dave Robinson” Award for Outstanding Young Communicator of the Year
10:05 PM	Best Communicator of the Year
10:07 PM	Chairman’s Award
10:09 PM	In-House Team of the Year
10:11 PM	Independent Agency of the Year
10:13 PM	Small Agency of the Year
10:15 PM	Medium Agency of the Year
10:17 PM	Large Agency of the Year
10:19 PM	Network Agency of the Year
10:30 PM	Ceremony Concludes; After Party Commences

creating connections

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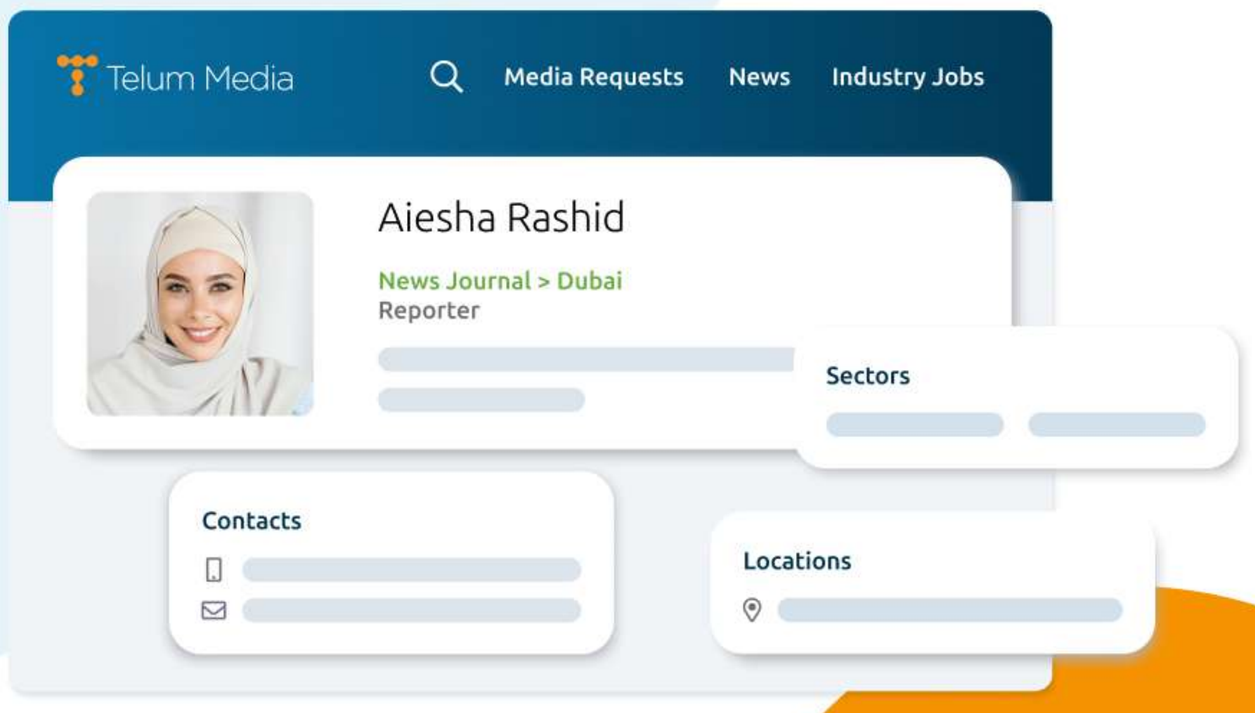

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A Special Thank You to the 2026 MEPRA Awards Jury and Adjudication Panel

Abdulqader Abdulbari - MEPRA Strategy Board Member; Public Relations Consultant and Lecturer
Abdulrahman Inayat - Co-Founder of W7Worldwide
Adel Maymoon - MEPRA Strategy Board Member; Corporate Communications Director at EMSTEEL Group
Alex Malouf - Senior Director, Public Relations & Media - Confidential Government
Ananda Shakespeare - MEPRA Strategy Board Member; Founder & CEO at Shakespeare Communications
Anastasiya Golovatenko - MEPRA Strategy Board Member; PR Director at Sherpa Communications
Andrea Gissdal - MEPRA Strategy Board Member; Independent Consultant
Ankita Chopra - MEPRA Strategy Board Member; Director, Corporate Affairs, South West Asia, Middle East and Africa, IHG Hotels & Resorts
Anna Varley Jones - Senior Director, Strategy & Intelligence at Weber Shandwick MENAT
Anthony Crasto - Head – Brand, Communications & Thought-Leadership Middle East & Africa, Cigna Healthcare
Bahjat Homsi - General Manager, Sandpiper UAE
Barry King - Managing Director - KSA, Action Global Communications
Brendan Hodgson - Executive Strategy Director and Regional Crisis Lead at Burson
Budoor Al Yousuf - MEPRA Strategy Board Member; Director at Burson
Camilla d'Abo - MEPRA Fellow & Strategy Board Member; General Manager PR at Viola Communications
Chase Burns - Director, Head of Crisis & Risk UAE at Edelman
Christoph Diesch - Director at TrailRunner International
Claire Lawson - MEPRA Strategy Board Member; Head of Dubai at Burson
Dahlia Mahmoud - MEPRA Strategy Board Member; Professor of Innovation Design Management, MA Program at University of Europe
Daniela Gorini - Senior Communications Director at SEC Newgate ME
Debanjana Chaudhuri - Head of PR & Comms, PIXL Global
Denise Yammine Chouity - MEPRA Strategy Board Member; General Manager at Pin&Notch
Dina Jreissati - Group Executive Director - Marketing & Communications at Modon Holding
Dr. Azza Hashem - Head of Arabic Communications and Content at Place Communications
Dr. Bisera Lakinska - Dr. Bisera Lakinska, MBA, Head of Marketing and Communications at M42/ADHDS
Dr. Zhaohui Tian - Lecturer in Global Business Communication at AFG College with the University of Aberdeen & Honorary Lecturer at the University of Aberdeen
Emma Barber - Senior Communications Director at SEC Newgate ME
Euan Megson - MEPRA Strategy Board Member; Managing Director - MENA, Action Global Communications
Farah Al Alami - MEPRA Strategy Board Member; Chief Communications & Marketing Officer at Global Fertility, Bnoon
Feras Alsadi - MEPRA Fellow & Strategy Board Member; Chief Communications Officer, Abdul Latif Jameel
Gehan Sidky - MEPRA Strategy Board Member; Assistant Director-Destination PR & Communications at Ras Al Khaimah Tourism Development Authority
Hadia Saraya - General Manager At BLJ Worldwide
Hannah Guenther - Director at TrailRunner International
Henry Jakins - MEPRA Strategy Board Member; Founder & CEO at House of Alchemy
Hilmarie Hutchison - MEPRA Strategy Board Member; CEO at Matrix Public Relations
Humaida Al Khalsan - Chief Marketing Officer & Head of Corporate Affairs at Invest Bank Sharjah
Imad Lahad - Global Chair, AI & Intelligence at APCO
Iman Asante - Managing Director at BLJ Worldwide
Jacquelyn Moulds - Director, Client Experiences at Current Global MENAT
Jagruti Mistry - Senior Director, Head of Corporate Communications for North Africa, Levant & Pakistan (NALP), Visa
Jamal Almawed - MEPRA Fellow & Strategy Board Member; Founder & CEO at Gambit Communications
James Holmes - Managing Director at THC & Partners
Jennifer Love - Founder of LOVE by LV Partners and Co-founder of LV Partners MEA
Joe lipscombe - Partner, Head of MENA, The Romans
Jon Barber - MEPRA Executive Board Member; Executive Director, Marketing & Communications at Marjan
Joseph Nalloor - MEPRA Fellow & Strategy Board Member; Senior Academic
Justin Kerr-Stevens - MEPRA Chairman; Chief Executive Officer, Northbourne Advisory
Kassandra Panagiotopoulos - Head of Strategy, The Romans UAE
Kate Midttun - MEPRA Fellow; Strategy Board Member; Founder & CEO at Acorn Strategy
Kateryna Byelova - MEPRA Strategy Board Member; CEO at Sage XP
Kath Harrison - Group President - International Growth at Real Chemistry
Kiera Purdue - MEPRA Strategy Board Member; Managing Partner at StickyGinger
Kinana Sarrage - Head of Communications at Abu Dhabi Investment Council
Kirsty O'Connor - MEPRA Strategy Board Member; Managing Director at North Seventy Five
Lamia Fakhr - Corporate Affairs Director, Boehringer Ingelheim India, Middle East, Turkey & Africa (IMETA)
Laura Thorburn - MEPRA Strategy Board Member; Global Managing Director at Hunt & Gather
Lavanya Mandal - General Manager, Head of PR and Internal Communications, Aster DM Healthcare
Liana Khalaf - Head of Corporate Affairs at PwC Middle East
Lisa Welsh - MEPRA Fellow; Co-Founder & Managing Partner at North Seventy Five

MacLean Brodie - Chief Executive Officer, MSL Middle East
Majdi Ghraizi - General Manager, Bold Influence
Mara Carpencu Pop - MEPRA Strategy Board Member; Marketing & Communications Consultant at Honest Marcomms
Margaret Flanagan - MEPRA Fellow & Executive Board Member; Co-Founder of Tales & Heads
Mathilde Montel - Associate Director, PR & Communications - Real Estate, Al-Futtaim
Maya Kheshen - Director of Strategy & PMO - Communication Strategy and Projects from our RAK Government Media Office
Maysoon Barber - Executive Advisor - Communications, Partnerships & Strategy
Mazar Masud - MEPRA Executive Board Member; Senior Vice President, Corporate Affairs at M42
Megan Treacher-Evans - Head of Corporate & Consumer Practice at Weber Shandwick MENAT
Menna Zaki - Vice President, Sponsorship & Partnerships at ADNOC Group
Michael Korjen - Senior Director of Communications at Presight
Mohaned Lafi - MEPRA Strategy Board Member; Chief Executive - MENA at Four Agency Worldwide
Monther Tayeb - MEPRA Fellow & Vice Chair; Strategic Communications Advisor
Nadin Al Alami - Business Lead MSL Group and Saatchi - KSA
Namita Thakkar - PR Director at Matrix Public Relations
Natasha D'Souza - MEPRA Strategy Board Member; Senior Director at Golin Ketchum MENA
Natasha Hatherall-Shawe - MEPRA Strategy Board Member; Founder & CEO at TishTash Group / TishTash Communications
Neda Shelton - MEPRA Vice Chair; Head of Communications, Marketing & Corporate Affairs at Solutions Plus
Newton Rebello - Marketing Director, Inception42
Nishkka Manglani - Director at Houbara Communications
Noura Al Sarraj - MEPRA Strategy Board Member; Deputy Managing Director - Abu Dhabi at Weber Shandwick MENAT
Olivia Ann Hennigar - MEPRA Strategy Board Member; Vice President – Corporate & External Media Relations at Mubadala Investment Company
Ollie Lawson - MEPRA Strategy Board Member; Director at Ollie Lawson Advisory
Palak Mehta - Communications Director at HAVAS Red Middle East
Peter Bellini - Partner at Pure International
Peter Jacob - MEPRA Strategy Board Member; Managing Director at Current Global MENAT
Rachel Maycock - MEPRA Strategy Board Member; Founder & MD, GRID Advisory
Rachel Morris - Manager, Corporate Communications - Hamad Medical Corporation
Radwa Allabban - MEPRA Strategy Board Member; Founder & Managing Director of Place Communications
Rashmi Jeetendra - Rashmi Jeetendra, PR Director, M+C Saatchi Group Middle East
Rishi Talwalker - MEPRA Executive Board Member; Head of Communications at HAVAS Red ME
Roland Buerk - MEPRA Strategy Board Member; Senior Vice President of Corporate Communications at Mubadala
Rusty Beukes - MEPRA Strategy Board Member; Creative Director, HAVAS Red ME
Saad Abu Touq - MEPRA Strategy Board Member; Managing Director, Public Relations - UAE at Ogilvy
Saada Hammad - MEPRA Fellow; Public Relations and Strategy Consultant and Trainer; Part-time university lecturer
Saeed Klaib - Director of PR and Communications, Huawei Consumer Business Group
Salem Alnuaimi - MEPRA Strategy Board Member; Communication Advisor
Sami Joost - Cluster Head Communication – Sub-Saharan Africa, North Africa, Middle East, Turkey; Iran, Lead External Innovation; Partnerships – Bayer Middle East
Samir Hammad - MEPRA Strategy Board Member; Founder & CEO of Columna Media Consultancy
Sangeeta Bora - Head of Public Relations, Danube
Sarah Edwards - Managing Partner, PR - UAE at Ogilvy
Sarah Fernandez - General Manager at JRN Consultancy
Scott Armstrong - MEPRA Fellow; Founder of mentl
Sean Muir - Consultant
Shadi Moazami - Managing Director - MAIA
Sherif Ghanem - Regional Media Relations Director at Ruder Finn Atteline
Simon Buerk - MEPRA Strategy Board Member; Senior Vice President of Corporate Affairs at Emirates Global Aluminium
Sinead O'Connor - Senior Director at Current Global MENAT
Sophie Toh - MEPRA Strategy Board Member; Managing Director at DDA Middle East
Stephanie Badjonat - Vice President, Communications, BPG Group
Suad Merchant - CMO at GEMS Education
Sumitra Roy - MEPRA Strategy Board Member; Director at Impact Porter Novelli
Tala Abu Taha - MEPRA Executive Board Member; Chief Growth Officer, 9Yards Communications
Tanu Chopra - Founder & Chief Storyteller at Hope Founderz
Tatiana Merkulova - Founder & CEO, Team One Marketing Solutions
Weaam ElAtaya - Communications Unit Head, Zayed National Museum

ADJUDICATION PANEL

Faisal Alzahrani - MEPRA Fellow; Board member of the International Public Relations Association (IPRA) for the Middle East
Mazen Nahawi - MEPRA Fellow & Executive Board Member; Founder and CEO of CARMA and RAIYN
Raina Lazarova - VP, Global Insights at Muck Rack, AMEC Global Chair
Fatma Al-Nuaimi - MEPRA Fellow; Event Policies Director of Affairs at the Supreme Committee for Delivery & Legacy, Qatar

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THANK YOU TO OUR PARTNERS

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