mepra مبرة
Leadership
Majlis UAE 2024

THE POTENTIAL AND DANGERS OF ARTIFICIAL INTELLIGENCE

Thursday, 30 May 2024
9:00AM - 1:30PM GST

In partnership with G42

The 2024 MEPRA UAE Majlis will delve into the power, potential and pitfalls of Artificial Intelligence (AI). Bringing together AI experts and communications experts to discuss how AI can be applied in communications and its power to both transform whole sectors and industries, and potentially influence the way in which communications practitioners operate.

TIME	TOPIC	SPEAKER
9.00AM - 9:30AM Networking Breakfast		
9.30AM-9.40AM	Welcome & Opening Remarks	• Kate Midttun, MEPRA Chairperson and Founder/CEO, Acorn Strategy
9.40AM-10.30AM	Harnessing AI in Communications: Opportunities and Challenges	• Faheem Ahamed, Group Chief Marketing & Communications Officer, G42 • Maha Ayash, Head of UAE at TEAM LEWIS • Mazen Nahawi, MEPRA Executive Board Member and Group CEO of CARMA • Imad Lahad, Managing Director, Dubai; Head of AI Comms Lab; Global Digital Practice Lead, APCO • Moderated by Margaret Flanagan, Co-Founder, Tales & Heads, MEPRA Executive Board Member and Head of MEPRA AI Committee
10.30AM - 11.10AM Coffee Break		
11.10AM-12.00PM	Navigating AI's Impact: Insights from Industry Leaders	• Louay Al Samarrai, Joint Managing Partner, Active Digital Marketing Communications • Joyce Baz, Head of Communications & Public Affairs, Middle East and North Africa, Google and YouTube • Theo Breward, Principal, GenAI Node for the Middle East at BCG • Moderated by Mazar Masud, UAE Managing Director, Edelman, MEPRA Executive Board Member and Head of MEPRA UAE Leadership Majlis Committee
12.00PM-1.00PM	Extracting AI's Potential: Lessons from Experts	• Abha Naismith, Digital Communications and New Technology Trainer • Isabella Williamson, Founder and CEO, Tyde AI
1.00PM-1.15PM	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.	• Kate Midttun, MEPRA Chairperson and Founder/CEO, Acorn Strategy • Jon Barber MEPRA Vice Chairperson and Vice President, Marketing & Communications, TECOM Group
1.15PM-1.30PM	Closing Remarks	• Kate Midttun, MEPRA Chairperson and Founder/CEO, Acorn Strategy
1.30PM Networking		
MC - Jon Barber MEPRA Vice Chairperson and Vice President, Marketing & Communications, TECOM Group		

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