mepra Leadership
Majlis Qatar 2026

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

Gold Insights Partner: CARMA

Supporting Partners: PiN&NOTCH, NORTHBOURNE ADVISORY, A2Z MEDIA GROUP

Host

EUAN MEGSON

MEPRA Strategy Board Member;
Managing Director - MENA,
Action Global Communications

Welcome & Opening Remarks

JUSTIN KERR-STEVENS

MEPRA Chairman; Chief Executive Officer, Northbourne Advisory

Leading Under Pressure

SCOTT ARMSTRONG

MEPRA Fellow;
Founder of mentl

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Resilience in the Face of Uncertainty: An Assessment of Qatar's Reputation in a Turbulent Geopolitical Scene

MOHAMMED AL SHAWWA

Principal Insights Consultant
CARMA

Trust in the Age of AI

Leading the Discussion

DENISE YAMMINE CHOUITY

MEPRA Strategy Board Member; General Manager, Pin&Notch

ALI ABBAS

CEO of Aligator AI

DR. MARC OWEN JONES

Associate Professor of Media Analytics, Northwestern University, Qatar

FAZEENA SALEEM

Jouranlist
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Access to MEPRA's Career Portal & Talent Directory to search for talent or apply for industry roles

Opportunity to join the MEPRA Board or one of MEPRA's working groups

Ability to become a MEPRA and CIPR Accredited PR Practitioner

Influence Starts Inside:
GCC Internal Communications & Culture Research

KATERYNA BYELOVA

MEPRA Strategy Board Member;
CEO, Sage XP

Events as Engines of Influence

Leading the Discussion

JUSTIN KERR-STEVENS

MEPRA Chairman;
Chief Executive Officer, Northbourne Advisory

AZIZ LOUKSAH

Co-Founder and Managing Partner at Mangusteen Experience

JOE HUGHES

Director - MENA,
Pitch International

LAUREN FRYER

MEPRA Strategy Board Member;
CEO at MUSE & Founding Partner, Sada Impact

THANK YOU

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