



Under the Patronage of  
His Excellency Dr. Hassan Abdulla Fakhro  
Minister of Industry and Commerce  
Kingdom of Bahrain



Corporate  
Communications  
Conference & Workshop  
www.ccgulf.com

Exclusive meeting place for Marketing, Branding,  
PR, Media and Corporate Communications  
Professionals in the region  
23 - 25 November 2010 | Kingdom of Bahrain

## The Second Annual Corporate Communications Conference and Social Media Masterclass 2010

brought to you by



23 – 25 November 2010  
Crowne Plaza Hotel  
Kingdom of Bahrain



Conference Chairman  
**SIR PAUL JUDGE**  
PRESIDENT – CIM



In Association with



The annual Business event for Corporate Communications and Marketing Professionals is back! And this time it is bigger and better. The **Second Annual Corporate Communications Conference and Workshop 2010** will be held 23 - 25 November 2010, Kingdom of Bahrain. The post-Conference Masterclass on 25 November 2010 is focused on **SOCIAL MEDIA MARKETING**.



The annual Business event for **Corporate Communications Professionals** provides a unique opportunity for Brand owners, Branding Agencies, Senior Management to come together and hear from distinguished speakers who are leaders across the business, Government, and NGOs. This year's conference, entitled **Tough times are over: What next?**, will be held November 23-25, 2010 at the **Crowne Plaza Hotel, Kingdom of Bahrain**

The CC Gulf Conference 2010 aims to deliver both the breadth and depth of information you need to generate the new ideas that will drive your business to the next level. Our two days are information-packed with a full view of brand management coverage, including topics on Innovation, Advertising, Brand Strategy, New Media, Trends, ROI, CSR, Leadership and more! Designed by industry leaders and branders, we understand that your role as a brand marketer is multi-faceted and complex. As such, this conference throws out the traditional narrowly-defined agendas in favor of a holistic approach to brand management. Regardless of your target's definition and demographics, you will leave our two days event with great ideas that you can immediately apply to your brands, your teams, your organization and yourself. The CC Gulf 2010 Conference is full of engaging, dynamic speakers who are best-selling authors, industry mavericks and world-renowned experts. And by covering a broad range of topics they will deliver both the breadth and depth required to truly generate fresh, energized ideas for your brand.

**Participation in the Conference enables you and your organisation to share your experiences and engage in active discussion about future branding careers, the meaning of personal success in the world of marketing, and brand domination characterised by leadership.**

## CONFERENCE CHAIR

Meet your Conference Chair

**SIR PAUL JUDGE**

**PRESIDENT**

**The Chartered Institute of Marketing  
United Kingdom**



I am looking forward to presenting my ideas and sharing my thoughts with the delegates on the key topics of organizational adaptability to the changing business environment. The Conference theme is also very relevant to the current financial and economic condition that is being witnessed around the world. We hope to discuss these issues and more at our meetings at the Conference

## WHY ATTEND?

### The Right Content

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### The Right Speakers

Every one of the speakers at the CC Gulf Conference 2010 is keynote-quality, with many of them being published authors of best-selling publications. We also make sure to balance our lineup with current brand practitioners so we keep a firm anchor in the realities of today's competitive environment. Most importantly, though, our speakers are not only thought-leaders and subject-matter-experts, they are also energetic and entertaining presenters who are skilled at keeping an audience engaged and excited throughout.

### The Right Atmosphere

At the CC Gulf Conference 2010, you will be surrounded by cutting-edge, fascinating, curious, engaged marketers from a wide array of industries and categories. This makes the time outside the sessions as valuable as the sessions themselves. Additionally, the CC Gulf 2010 focus is on learning and networking. While we do have some fantastic sponsors who can surely be an asset to your business, we do not allow commercial presentations, with the exception of case-studies of winning or failed strategies.

## TRACKS AND TOPICS

The Conference will provide great learning and networking opportunities to delegates and industry experts. Here is a list of topics that will be covered at the Conference.

### 1. Strategic Corporate Communications

- What's Next For Marketing & Brand Management Professionals
- Improving Marketing ROI: Steps, Tools, and Critical Factors That Boost Performance
- Strategic Corporate Communication and Execution: Achieving Measurable Results

### 2. Branding strategies

- Elevating Your Brand During A Downturn
- Build a strong community around your brand, both internally and externally
- Communicate your vision and values to a global marketplace through the power of Branding
- Unlocking Innovation for You and Your Brands

### 3. Strategies for New and Emerging Media

- Leveraging Social Media Networks – Facebook, Twitter, Flickr, LinkedIn
- Branding on the Internet – Mere web presence is no longer enough
- Building an online Brand bubble

### 4. Corporate Social Responsibility

- Going Green and telling your stakeholders
- Importance of perception, disclosure

### 5. Communicating during crises

- Managing business storms
- Influence perceptions of your workforce and customers

### 6. Media, Public and Government Relations

- Strategies to gain access to the media and get positive coverage
- Reframing Media Relations
- Avoiding public relations disasters



Check out our outstanding speaker faculty! Visit [ccgulf.com](http://ccgulf.com) for their profiles



## POST-CONFERENCE MASTER CLASS ON SOCIAL MEDIA MARKETING – 25 NOVEMBER

Changing market conditions demand new ways of communicating to your stakeholders. At this workshop, you will discover how leading organizations and their communicators design, implement, and measure their communication programs. The Workshop will aim to cover new trends and strategies that will allow you to explore innovative ways in which the powerful digital media can be leveraged for effective communication.



CRAIG HANNA  
WORKSHOP LEADER

Craig heads up the training, qualifications and consultancy teams at Econsultancy. In 2009 the team trained over 3000 people through its public and in-company programs, ran three Masters programs and helped leading companies such as Mars, Time Warner, Future Publishing, Microsoft and Citibank develop their people and manage the challenges of digital adoption. As well as running the team, Craig is also an active trainer on some digital marketing courses, a consultant on digital marketing strategy and an active speaker on all things Digital. A formally trained marketing professional (CIM Dip), Craig has over 20 years of marketing experience both client and agency side and understands the issues facing companies as they look to develop truly integrated communications strategies.



## REGISTRATION FORM

### CORPORATE COMMUNICATION CONFERENCE + WORKSHOP 2010

23 – 25 November 2010

The Crowne Plaza Hotel  
Kingdom of Bahrain

- Register me as a delegate for the Full 3-day event (Conference + Workshop)
- Register me as a delegate for the 2-day Conference Only

Organization \_\_\_\_\_

Delegate Name \_\_\_\_\_

Job Title \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Mobile \_\_\_\_\_

E-mail \_\_\_\_\_

Authorised Signature \_\_\_\_\_

**CONFERENCE VENUE**  
**The Crowne Plaza Hotel**, Manama, Kingdom of Bahrain  
 Telephone: +973-17521122, Web: www.cp-bahrain.com

**ACCOMODATION/SPECIAL RATES @ GOLDEN TULIP**  
 The cost of the hotel accommodation and travel is not included in the registration fee. **We recommend our partner hotel, the Golden Tulip Hotel, for accommodation at a special rate.** The Crowne Plaza is walking distance from the Golden Tulip Hotel. For reservations, please make your bookings directly with the Golden Tulip hotel (Call +973 17535 000) with reference “Roshcomm”. Hotel reservations and travel arrangements are the responsibility of the delegate.

**TRAVEL AND VISA**  
 The cost of obtaining a visit visa and travel arrangements to the Kingdom of Bahrain is not included in the registration fee. For visa related information, please visit www.evisa.gov.bh. For travel related information, please visit our website to avail of discounts and special rates. **You may also call the Golden Tulip Hotel to arrange your visa.**

**MAILING INFORMATION**  
 We constantly strive to ensure that our database is kept up-to-date. Nevertheless, you may receive multiple mailings or incorrect mailing information, for which we apologise. In this case, please let us know so that we update our database immediately.

**FOR OFFICIAL USE ONLY**

RECEIVED ON \_\_\_\_\_ RECEIVED BY \_\_\_\_\_

## 5 EASY WAYS TO REGISTER

- Telephone: +973 1736 5044**
- Fax:** complete and send this registration form to: **+973 1736 5045**
- Mail:** the completed form along with payment to Roshcomm, P. O. Box 20256, Manama, Bahrain
- Email: info@ccgulf.com**
- Web: http://www.ccgulf.com**

<b>2 DAY CONFERENCE</b>	<b>BHD 370 (USD 980)</b>
<b>2 DAY CONFERENCE + 1 DAY WORKSHOP</b>	<b>BHD 520 (USD 1370)</b>

- The conference fees include attendance and a pass to all tracks, conference folder, proceedings, presentations, refreshment breaks, lunch and Certificate of Attendance
- The official conference language is English
- Participation will be confirmed upon receipt of full payment
- Group discounts are available for employees from the same organization. Please call us for more information
- Cancellations after 01 October 2010 will attract 50% fee

**DELEGATE SUBSTITUTIONS AND CANCELLATION POLICY**  
 You may substitute delegates at any time.  
 For cancellations received in writing more than seven (7) days prior to the conference you will receive a 90% credit to be used at another conference for up to one year from the date of issuance. For cancellations received less than seven (7) days prior to the event no credits will be issued. In the event that the Organiser postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. The Organiser shall assume no liability whatsoever if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this conference inadvisable, illegal, impracticable or impossible. Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, the Organiser reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

**Important Notice:**  
 Payment is required with registration and must be received prior to the conference to guarantee your place. Walk-in delegates with payment only will be admitted on the basis of space availability at the conference.



**Event Organised by:**  
**Roshcomm**  
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