

DAY ONE – TUESDAY, 23 NOVEMBER 2010

8:00 REGISTRATION, COFFEE AND NETWORKING

8:30	CONFERENCE OPENING	
8:30	M. A. Sridhar, CEO, Roshcomm	<i>Organizer's Opening remarks</i>
8:30	Sir Paul Judge, President, Chartered Institute of Marketing	<i>Chairman's Welcome address</i>
8:35	His Excellency Dr. Hassan Abdulla Fakhro Minister of Industry & Commerce, Kingdom of Bahrain	<i>Patron's Conference Opening</i>

Session Moderated by: Mr. Mohamed Mahmood, COO, Alba

9:00	Sir Paul Judge, President, Chartered Institute of Marketing	Strategic Corporate Communications
9:30	Ziad Rahhal, Head of Regional Sales, Yahoo!	Yahoo! it's Y!ou and it's right now!
10:00	Mazen Nahawi, President, News Group International	Corporate Communications Strategies
10:30	Sunil John, CEO, ASDA'A Burson-Marsteller	Strategic Corporate Communication and Execution: Achieving Measurable Results
11:00	Round Table, Q&A	
11:15	NETWORKING BREAK	

Session Moderated by: Sir Paul Judge, President, CIM

11:30	Isa AbdulRahman, Director - National Communications, Bahrain EDB	Strategic Corporate Communications - A Government Perspective
12:00	Rob Sherwin, Managing Director, Register Larkin	Communication: Guardians of Company's "Licence to Operate"
12:30	Majdi Al Sahhaf, Director - Marketing & Corporate Communications, Saudi Industrial Property Authority	Corporate Communications in Government Organisations
1:00	Round Table, Q&A	
1:15	LUNCH BREAK	

Session Moderated by: Mr. Zeid Nasser, CEO, Mediascope

2:15	Rebecca Hill, Executive Director, MEPRA	Putting communications into context - the role of a Professional Association
2:45	Wafa Tarnowska, CSR Manager Middle East, DLA Piper	CSR after the economic downturn
3:15	Maria Sillanpaa, Founder & Director, SAG	Sustainability reporting and communications - A PR Exercise or an enabler of excellence
3:45	Round Table, Q&A	
4:00	END OF DAY ONE	

DAY TWO – WEDNESDAY, 24 NOVEMBER 2010

Session Moderated by: Sir Paul Judge, President, CIM		
9:00	David Ingle, Head of Digital – UK & Middle East, Hill & Knowlton	What has Social Media done for Corporate Communications
9:30	Yousef Tuqan-Tuqan, CEO, Flip Media	Branding on the Internet
10:00	Craig Hanna, Training Director, Econsultancy	Digital in Business. How digital is transforming not only how we communicate but how we do business
10:30	Zeid Nasser, Founder & CEO, Mediascope	How brands can tap into trends in the Arab social media sphere
11:00	Panel Discussion, Q&A	
11:15	Networking Break	

Session Moderated by: Sir Paul Judge, President, CIM		
11:30	Amy Morgan, Partner & Director of Strategy, Unisono	Why do Brands survive best during a downturn
12:00	Vivienne Gan, Regional Director of Public Relations, Middle East, The Ritz-Carlton Hotel Company	Handling crisis communications in a 24/7 news cycle world
12:30	Rob Deans, Partner, Clyde & Co	New and Emerging Media in the Middle East - Key Legal issues
1:00	Sultan Al Bazie, Executive VP, IPRA-GC	Public Relations – experiences with Saudi Government projects
1:30	Panel Discussion, Q&A	
1:45	NETWORKING LUNCH	
2:45 – 3:45 SUPER10 ROUNDTABLE PANEL DISCUSSIONS		



Sir Paul Judge
CIM



Mazen Nahawi
News Group



Ziad Rahhal
Yahoo!



Sunil John
Asdaa Burson-Marsteller



David Ingle
Hill&Knowlton



Isa AbdulRahman
Bahrain EDB



Craig Hanna
eConsultancy



Sultan Al Bazie
IPRA-GC



Maria Sillanpaa
SAG



Rebecca Hill
MEPRA



Zeid Nasser
MediaScope



Rob Sherwin
RegisterLarkin



Majdi Al-Sahhaf
MODON



Yousef Tuqan Tuqan
Flip Media



Amy Morgan
Unisono



Vivienne Gan
Ritz Carlton



Wafa Tarnowska
DLA Piper



Rob Deans
Clyde & Co

DAY TWO – WEDNESDAY, 24 NOVEMBER 2010, 2:45 pm onwards



THE SUPER 10 ROUNDTABLE PANEL DISCUSSIONS

As part of the Second Annual Corporate Communications Conference 2010, we feature a unique super round table panel discussion. Top CEOs and business leaders drawn from leading organizations will discuss, debate and answer delegate questions. Participants at the Corporate Communications Conference 2010 will experience a unique opportunity to get involved in these intensive often controversial discussions. Delegates will find answers to many questions including:

- Media transparency in the Gulf
- How to develop a Corporate Communications Strategy that is best suited to the GCC?
- Web, blogs, social networking and their impact on marketing initiatives
- Brand protection and legal recourse
- Challenges faced by Organizations and Governments while communicating in crises
- Press and media relations - Getting the real picture
- What role does communication play in stakeholder motivation
- What are the cultural nuances that organizations need to be wary of, while developing a communication strategy?
- Authenticity and transparency – Telling it as it is
- Tourism marketing – What are the current trends?
- Role of the media in educating and informing the public at large
- Traditional media v/s New and emerging media
- Role of Social Media in Corporate communications
- Subliminal marketing and communications – Are they acceptable practices?

The **SUPER10 Roundtable** panel will be moderated by a high-profile moderator and the panel will consist of highly influential and informed CEOs, media professionals and business leaders

1. Sir Paul Judge	2. Zeid Nasser
3. Wafa Tarnowska	4. Vivienne Gan
5. Rob Deans	6. Majdi Al Sahhaf
7. Sultan Al Bazie	8. Craig Hanna
9. Ziad Rahhal	10. Amy Morgan

END OF CONFERENCE

DAY THREE – THURSDAY, 25 NOVEMBER 2010, 9:00 am – 3:00 pm

SOCIAL MEDIA MASTER CLASS

What is the next big thing in digital marketing? This is a challenge for marketers world-wide and even more so in the Middle East, where brands struggle to reconcile the open and uncensored nature of today's digital landscape with the cultural and social restrictions of the region. This Post-Conference Master class is the UK's top-rated hands-on and practical workshop which will give you an overview of how social media can be effectively used to engage with customers and drive value for your business. 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.

Workshop Leader

The Workshop will be led by one of the most recognized leaders in the field of Digital Communications and Innovative Marketing.

- **Craig Hanna, Training Director, Econsultancy**

How will you benefit?

After attending this course, you will be able to:

- Understand how Social media can **integrate** with other marketing disciplines
- Asses the relevance of social media and User Generated Content and plan a **social media strategy** for your organisation, brand, client
- Understand how to map your online audiences and identify and monitor conversations and **reputation online**
- Identify and evaluate **Social Media opportunities** and threats from social media and user generated content
- Participate in networks through 'social objects', '**social currency**' and 'conversationalists'

	
<p>Craig Hanna Training Director Econsultancy</p>	<p>FREE REPORT! Worth GBP 150! For all those who sign-up for the event!</p>

Workshop Outcome

Find out how to:

- How to make your brand/organisation/clients more **visible** in search and through networks
- How to proactively engage with stakeholders and enhance your brand **reputation online**
- How to **audit and monitor the online environment** - what is being said about your brand/organisation/industry.
- Identifying 'traditional' media targets and other **influencers** and their **networks**
- To appreciate the risks and opportunities of **social media engagement**
- Develop strong strategies for reducing the risk of negative **brand perception**.
- How to use some key **free tools** to enhance your social media marketing
- Best practice for some **key channels** - Facebook, Twitter, LinkedIn, etc.
- Achieve greater success through new strategies for corporate communications
- Align the organization with your corporate vision
- Manage change and transform the organization through Social Networking
- Harness power of the grapevine through a carefully thought out social networking strategy
- Influence stakeholders through media relations
- Formulate a winning employer branding communication strategy