



Cristal Club

Love advertising and share it!



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Objectives:

Education, Learning and Pedagogy

Create a **bridge** between all the people in the industry

- **Enhance networking** between the members
- **Facilitate contacts** within a community of interests
- Regular **evaluation** of the level of the **market**
- Offer **high level conferences**, always related to breaking news
- **Highlight Arabic creativity and cultural specificities**

Guide lines:

- **Highlight the added value** of the Media and Advertising industry
- **Help advertising evolve** in the region
- Encourage the emergence of **young talents**
- Promote the **best use of the Arabic culture** in its creative writing
- Work together for the **development of the advertising market**
- Give a **new boost for an economic growth** by helping advertising to become, through its creativity, a strategic thinking dedicated to products, services and brands.



Cristal Club

Activity Report 2010-2011

Creative Cristal Club

1 - The Cristal Creative Club Award

- Give value to the **expression of Arabic culture in advertising.**
- Criteria: Judged by the **Cristal Club Members**

The best visual Arabic art (artistic directing, graphic design, photo, craft)

The best creation of Arabic copy (language)

First **Creative Cristal Club "Grand Cristal"** awarded to JWT Cairo for Vodaphone's 'Kowetna' campaign, February 2011.

2 - Publication of the first **Creativity Manifest**

Media Cristal Academy

- Contributing to the European editorial line of the **Crans Montana Cristal Festival**: "The Media Day".
- The **Media Cristal Academy** awarded a "**Grand Cristal**" to Leo Burnett's 'Street Children' campaign for Caritas Ukraine.



Cristal Club

Activity Report 2010-2011

Production Cristal Academy

- 1- **Young Directors Forum – Crans Montana and Mzaar:** Selection of Young Directors who haven't yet shot for advertising.
<http://menacristal.com/young-creative-contest/young-directors-forum.html>
- 2- **Audiovisual and Advertising Students (200):** to assist to the screening of "The Good, The Bad and the Industry" a 26 minutes documentary produced by the **Production Cristal Academy**, explaining the TVC process and all job opportunities in the industry.
- 3- Involvement in the **Cristal Production** Nominations.
<http://menacristal.com/international-production-cristal-2/cristal-nominations.html>
- 4- Academy Members are part of the **Cristal Production** Jury in **Crans Montana**.
- 5- Launching of the **Creative Cristal Club** and the **Production Cristal Academy** in Beirut, June 18th 2010.
- 6- Launching of the **Media Cristal Academy Europe** in Paris, July 2010



Cristal Club

New Projects 2011-2012

Events & seminars will be organized all year long:

- **KSA Cristal Club Seminar, Riyadh: 13th of June**, meeting and debate. The Creative Cristal Club and the Media Cristal Academy invite leading advertisers of Saudi to discover the news trends of the market in digital, creation and new media.

Topic: How to build the next Saudi Advertising Generation?

- **Cairo Cristal Club Seminar: 1st of June**, plenary session with clients.

Topic: How Advertising Industry and Creativity contribute to the development of the country? The impact of Social Media, The post revolution learning for the advertising industry.

- **Beirut Cristal Club: October**, Speed dating between professionals of the production industry and students to give them the opportunity to meet and discuss directly with professionals about the process of TVC production.

- **Paris Media Cristal Academy Seminar: 7th of July.**

Topic: Mass consumption and New Medias

- **Europe Cristal Festival, Crans Montana –Switzerland : 7 Dec. 11 Dec. 2011**
- **MENA Cristal Festival, Mzaar- Lebanon : 21 Feb. 23 Feb. 2012**



Cristal Club

New Projects 2011-2012

Monthly working session (to prepare the seminars):

- **KSA Cristal Club:** 12 May at the Novotel Al Anoud – Riyadh

Media Cristal Academy

Creative Cristal Club

- **Cairo Cristal Club:** 2-3 May at the Sofitel El Gezira –Cairo

- **Beirut Cristal Club:** 28 May at Sofitel Le Gabriel

Production Cristal Academy

Creative Cristal Club

- **Paris Cristal Club**

Media Cristal Academy: 27 April

Production Cristal Academy: 6 May



Cristal Club Memberships

Agencies, producers, clients and all professionals of the Media and Communications Industries can enhance their involvement and enjoy more visibility by being special member of the Cristal Club.

Single Membership - 1875 \$ (including access to the Mena Cristal 2012 and all Cristal Clubs sessions)

Sustain Membership Package - 5000 \$:

4 Club Memberships including:

- Access to all **Cristal Club monthly Meetings** for a year
- Access to the MENA Cristal Festival 2012
- VIP treatment during the MENA Cristal Festival (seats booked during the ceremonies...)

Associate Membership Package - 15 000 \$:

5 Club Memberships including all advantages presented above and:

- Access to all **Cristal Club monthly Meetings** for a year
- Access to the MENA Cristal Festival 2012
- VIP treatment during the MENA Cristal Festival (seats booked during the ceremonies...)
- **Your logo is included on the 2nd row** on every Club communication tools (print and web).
- **Your logo is broadcasted on the partners slide** during the events of the Club.
- **You can present a workshop** (private slot of 45 minutes) during the upcoming **MENA Cristal Festival**.

Founding Membership Package - 25 000 \$:

5 Club Memberships including all advantages presented above and:

- **Access for the 5 Members** to the upcoming **Cristal Festival of Crans Montana** (Switzerland).
- **Your logo is included on the 1st row** on every communication tools created for the Club (print and web).
- **Your logo is broadcasted on the partners slide** during the meetings of the Club.
- All invitations are sent to the members of the Club with the mention **"with the support of" + your logo**.
- You can put your **POS materials** during the Cristal Events.
- You can choose a topic and **settle a prestigious panel of your choice** during the MENA Cristal Festival: the Festival team will work with you and contact the keynote speakers that you want to invite.
- You can recommend **10 clients** who will be permanent guests of honor of the Club (they will be contacted and registered by the Festival team, on behalf of you / your company).



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