



# **SEMINAR**

## **Cairo Cristal Club**

**1<sup>st</sup> June 2011 – Sofitel El Gezirah**

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**“How Advertising Industry and Creativity can  
contribute to the development of the country?  
The impact of Social Media, the Post Revolution  
learning for the Advertising Industry”**

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## Cairo Cristal Club Program

Members of the **Media Cristal Academy Cairo** will introduce some key business cases, workshops and conferences to speak about the evolution of the digital and media industry in a Post revolution Egyptian market, and their views of the future.

Members of the **Creative Cristal Club** will bring Egyptian Creativity at the heart of the discussion. During the morning session, they will judge the annual Poster Contest and choose the official visual identity of the next edition of **MENA Cristal Festival** at Mzaar- Lebanon (21/23 Feb. 2012).

- 09:00**      **Welcome Coffee, Registration & Networking**
- 09:30**      **Welcome speech**  
**Bastien BLANC**, General Manager – Sofitel El Gezira Cairo  
**Cristal Club Credentials**  
Introduction of the main objectives of the **Cristal Club** in the world, past actions and future developments.  
**Christian CAPPE**, CEO - Cristal Festival
- 09:45**      **“The Egyptian Revolution... Beyond Tahrir Square”**  
Ipsos’ Dr Amr Kais will introduce today’s post-revolution consumer.  
Beyond the excitement of Tahrir, what is the person on the street telling us about their political views, purchase habits, media and internet consumption ?  
**Amr KAIS**, CEO - IPSOS Egypt
- 10:10**      **“The users are going digital, is the Media industry following that trend?”**  
**Goetz TRILLHAAS**, Head of Agency MENA - Google
- 10:35**      **“The Internet Audience and the role of Revolution”**  
**Ahmed GAMAL EL-DIEN**, Head of Sales Egypt & North Africa – Yahoo!
- 11:00**      **COFFEE BREAK**
- 11:15**      **“Is the future digital?”**  
**Khalid GAD**, Consumer & Online Lead, Egypt – Microsoft MEA
- 11:40**      **Keynote Conference New Media by Fernanda ROMANO**  
Former Global Creative Director Digital and Experiential - Euro RSCG Worldwide



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- 12:15**      **“Mobile: the most disruptive media of all time!”**  
Hani RAMZI, Executive Director Europe & MEA - Alcatel Lucent
- 13:00**      **Networking Lunch at “La Palmeraie” Restaurant**
- 14:20**      **“Social media & #WHYMUBARAKISLATE”** by Digital Republic  
Karim KHALIFA, CEO & Co-Founder - DR / Karim Anis YUSUF Creative Director - DR  
Hatem SEOUDI, Head of Social Media - DR
- 14:45**      **“Best use of Arabic Culture in Advertising”**  
Amal EL MASRI, CEO - JWT EGYPT
- 15:10**      **“Showcase of the best International campaigns”**  
Daniel GEORR, CCO - FP7 Mc Cann Group
- 15:35**      **“A New Era ... a New TV?”**  
Wael FAKHARANY, Head of Egypt & North Africa - Google
- 16:00**      **COFFEE BREAK**
- 16:15**      **“How Egyptians are creative by nature”**  
Showcase of the revolution inspired creations by Leo Burnett  
Yahya Esmalee, Associate CD / Hussein MOHYELDIN, Head of Planning – Leo Burnett
- 17:05**      **“e-Commerce and the Cyber Shopping Experience”**  
Omar SOUDODI, GM - Souq.com
- 17:30**      **“The future of the media Industry”**  
Panel discussion on the evolution of the media landscape and how leading media agencies are anticipating these changes.  
Shaheer FARAG, Head of Business Management - UM  
Fadi MAK TABI, Planning Director - OMD
- 17:55**      **Closing Conference: “Building the bridge between Media & Technology “**  
Hassan KABBANI, CEO - Mobinil
- 18:20**      **Closing Cocktail on the terrace**

Terms & Conditions:

Access reserved only for Club Members and Partners. Other participants:  
Clients exclusively invited by Club Members cost 90\$/person. Colleagues of registered Club Members 200\$/person.