



Cristal Club

Love advertising and share it !



Context

The MENA Cristal Festival has been this year particularly on the rise. The Festival has reinforced its brand image, by improving its reputation and prestige.

Several elements contributed to this development:

- The constant *increasing number of attendees*: more than 500 people this year.
- **The attendance of Mikhail Gorbachev**, former USSR President and founder of Green Cross International.
- High-level Conferences held by *keynote international speakers* such as Richard Pinder (Publicis Worldwide), Osman Sultan (du), Edward Borgerding (ADMC), Mikhail Gorbachev...
- **The networking at the core of the Festival**: convivial lunches and dinners, parties and closing gala dinner, private meetings between top managers... in a unique place.
- *Prestigious Awards Ceremonies* at the Intercontinental Hotel in Mzaar Kfardebian (Lebanon).

Based on its three founding principles, the Cristal Festival allows professionals to:

- Meet in a convivial setting
- Attend prestigious conferences and workshops
- Discover the best creative campaigns through the competitions

During those four days, clients are called up, agencies, producers, media, survey companies and professional associations are taking part to the debates and competitions... **The cutting edge of the networking 24h hours a day!**

But what about the other 361 days?



Concept

The main objective of the Cristal Club is to extend the key success factors of the MENA Cristal Festival:

- *Enhance networking* between members all year-long: social networks, dedicated section on the Festival website for members, regular meetings...
- Rhythm the year through **meetings bringing together the whole creative community**: agency leaders, creatives, advertisers and the partners of the Festival
- Help the partners of the Festival *increase their visibility* during the year
- To **ease contacts** within the same community of interests, thanks to social networks and Festival Website which will propose a dedicated section for members
- Offer *high-level conferences* held by keynote speakers on the hottest current issues
- Highlight *Arabic creativity and cultural specificities* in advertising

To reach these objectives, the Cristal Club organizes regular meetings during the year which are the occasion to:

- attend innovative conferences and showcases of the best pieces of Arabic advertising creativity
- meet and share opinions with all other communications and media professionals.

Organization of the Cristal Club:

In order to involve the whole advertising industry, the Cristal Club will be divided in two committees (according to the "communities of interests"):

- **The Creative Committee** will gather agencies and advertisers of the region
- **The Production Academy** will gather producers, TV producers, technical industries...

There will be specific topics and work sessions for each committee.

The agency leaders who have been involved in the creation of the Cristal Club and have been taking the main editorial decisions regarding its content will constitute a management working group: **the Cristal Board**.

Main content:

- 1- Expansion of young directors recruitment for the *Young Directors Forum* including a final selection mid October 2010 judged by regional producers & TV producers,
- 2- Launch of the contest: « **Creatives behind Lenses**», with an exhibition in Mzaar during the MENA Cristal Festival (8-11 February 2011) under the control of the Creative College.
- 3- *Showcase of the best film productions and ad campaigns* in the MENA region, with a focus on local cultural specificities and innovations.

1st meeting – 18 June 2010:

- 11am: Introduction by Christian Cappe, CEO of the Cristal Festival Network & President of the Cristal Club.

Presentation of the different opportunities for Club members: organization of a Think Tank.

Preparation of a Magister Conference including a Keynote Speaker for the next Club meeting.

Reveal of the finalists and winners of the Poster contest (deliberation will be held beforehand by a jury made of Club members and other creative heads of the region).

Production College

- 11.30am: Production Showcase, with and by Producers & TV Producers followed by the launch of the Young Directors Forum in the Region.

Creative College

- 12.15pm: Showcase of the best creative campaigns related to the general theme "Love advertising and share it!" presented by the agency members of the Club.
- 1 pm: Casual networking/exchanges lunch



The Members

>> *Honor members*

The honor members are:

- *All clients* invited by the Mena Cristal Festival (previous and coming jury members and speakers)
- **Partners** of the MENA Cristal Festival from the 1st of March 2010
- *Jury members* (agencies and clients) of the MENA Cristal Festival 2011
- **Keynote speakers** of the MENA Cristal Festival 2011

>> *Registered members*

Any professional with a senior position and working in the advertising and media industry can get registered to the Club by subscribing to the Premium Delegate Pass valid for 12 months.

The Premium Delegate Pass includes:

- All meetings organized with the Cristal Club during 12 months
- One weekly pass for the MENA Cristal Festival 2011 (access to conferences, workshops, competitions screening, awards ceremonies, lunches and dinners)
- A VIP treatment during the festival (personalized welcome, reserved seats at the ceremonies and official dinners)
- A networking service within the Club
- The possibility to broadcast information on the news page of the festival website www.menacristal.com



Contacts:

Lara Krumholz – Business Development Manager EMEA

Mob France: + 33 6 98 12 06 55 / Mob Lebanon: + 961 (7) 1 775 334 / Mob UAE: + 971 55 661 46 46

lara.krumholz@crisalfestival.com

Héloïse Aubert – Executive Director (Partnerships / Communication)

Office: + 33 1 42 04 97 73 / Mob France: + 33 6 66 61 22 16

heloise.aubert@crisalfestival.com

Cristal Festival SA : Rue de Tourbillon 5, CH 1950 Sion – Switzerland

With the support of 2C Associés – 13 rue Salomon de Rothschild, 92 150 Suresnes / France

www.menacristal.com