



KSA CRISTAL CLUB SEMINAR

21 November – Novotel Al Anoud

How to Build the Next Saudi Advertising Era?



menacristal.com





09:30 Welcome Coffee, Registration & Networking

10:30 Christian CAPPE, CEO – Cristal Festival Network
Cristal Club Credentials

Introduction of the main objectives of the Cristal Club in all markets, past actions and future developments.

Members of the KSA Cristal Club and their invitees will share key business cases and ideas about building the next Saudi advertising era.

MORNING SESSION

11:00 Mohammed ABUABDOU, Senior Copywriter - Promoaction DDB
Who cares about Arabic?

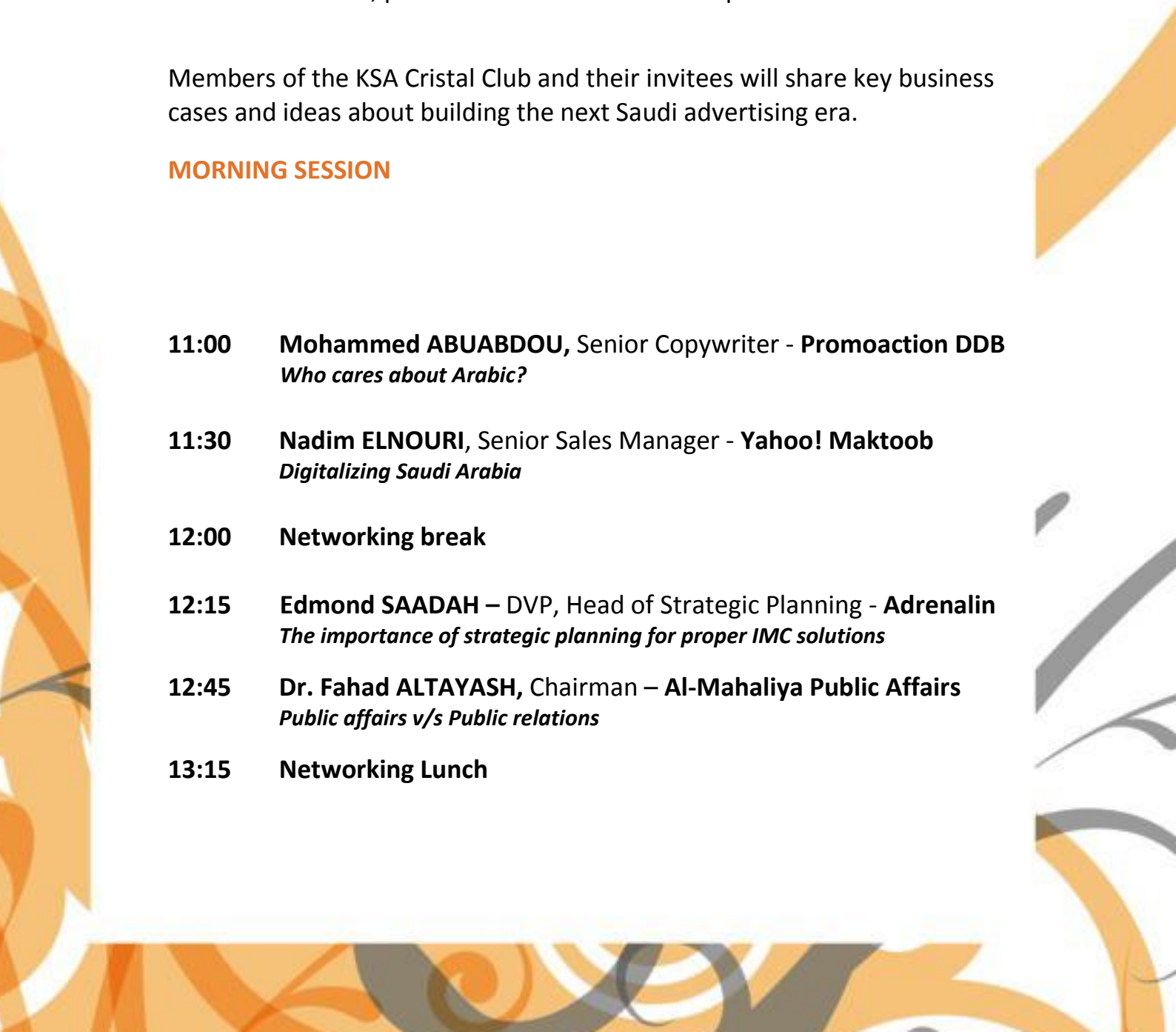
11:30 Nadim ELNOURI, Senior Sales Manager - Yahoo! Maktoob
Digitalizing Saudi Arabia

12:00 Networking break

12:15 Edmond SAADAH – DVP, Head of Strategic Planning - Adrenalin
The importance of strategic planning for proper IMC solutions

12:45 Dr. Fahad ALTAYASH, Chairman – Al-Mahaliya Public Affairs
Public affairs v/s Public relations

13:15 Networking Lunch





AFTERNOON SESSION

- 14:30** **Ahmad BECK**, Executive Creative Director - **Fortune Promoseven**
Are we doing the (B)right thing?
- 15:00** **Chafic HADDAD**, Executive Creative Director - **JWT**
Ali KHALIL, Knowledge Manager - **JWT**
The way forward
- 15:30** **Antoine CHOQUE**, Creative Director - **BETC Euro RSCG**
Second most creative agency in the world – Gunn Report 2011
Do you speak Publicité?
- 16:00** **Networking break**
- 16:30** **Ali ALZBDANI**, Associate Creative Director - **Drive Dentsu**
Creativity in advertising. Between belief and tribe!
- 17:00** **Georges BARSOUM**, Managing Director KSA - **Leo Burnett**
HUMANKIND: People, purpose, and changing behavior.
- 17:30** **Closing Speech**
- 18:00** **Networking Cocktail**

Terms & Conditions:

Access reserved for Club Members and Partners

Other participants:

Clients: exclusively invited by Club Members

Colleagues: exclusively invited by Club Members