



PROGRAM

CRISTAL LAB

TIME FOR A NEW EXPANSION

**"How to sustain growth and manage recession
within the communication industry?"**

21-23 February 2012

Mzaar Kfardebian (Lebanon)

Note:

Monday 20th February // OPENING DINNER at the Restaurant "Chez Michel"
Famous traditional Lebanese food.

10am-12.30am // Welcome of delegates – Intercontinental Mzaar Lobby
Withdraw of the passes, festival's bags, catalogue, program...

12am – 1pm // The Power of Relevance. It's Time to Get Personal
Michael W BEVANS, Sr. Director, Product Management - Head of Advertiser and Publisher Solutions, EMEA - Yahoo!

1pm – 2.30pm // OFFICIAL LUNCH – Intercontinental Restaurant
Offered by J Group



2.30pm – Auditorium // PR & Advertising: Complementary or Contradictory?
Yasser AKKAOUI, Editor in Chief – Executive Magazine
Majdi AL AYED, Vice President – Network Affairs & Managing Director UAE, TRACCS

3.30pm// Death Of The Target Audience
Roy HADDAD, Chairman & CEO – JWT MEA

4.30pm // Content has become accessible, democratized, and fluid. Will this result in TV going to the web or web going to TV?
Given the wider distribution of content and easier accessibility, how are digital publishers, TV networks, and agencies dealing with this evolving reality in optimizing the way they engage with consumers? How does this affect the way that advertisers should re-address communication assets & channels in reaching audiences?

Moderator: Filip JABBOUR, CEO – Starcom MediaVest Group MENA

Speakers: Tarek DAOUK, Chief Innovation & Integration Officer, Starcom MediaVest Group MENA
Hossam EL SOKKARI, Head of audience – Yahoo! Middle East
Ari KESISOGLU, Regional Director MENA – Google

5.30pm – Awards ceremony Room // Keynote Conference – Wikipedia

Jimmy WALES, Founder of Wikipedia and Internet Entrepreneur.

He has been nominated as one of the top 100 influential personalities in the world by TIME magazine.

Q&A session held by Julien HAWARI, Co-CEO - Mediaquest

Sponsored by Choueiri Group, Premium Partner:



7pm // OFFICIAL NETWORKING COCKTAIL

8pm // OFFICIAL DINNER at Montagnou Restaurant
Offered by JWT



10am – Auditorium // Production Cristal Club Conference

Pierre MARCUS, President – WAM (Publicis group)

Introduction and Q&A session by the Production Cristal Club members

11.15am – Auditorium//ALCP Showcase: Lebanon, the destination for production.

Presented by Rafic TAMBA, President of the Association of Lebanese Commercial

Producers and CEO of VIP Films



12am – Auditorium // Mobile: What are the futures developments in the region?

Mobile advertising remains one of the most exciting developments in the mobile market today and one which opens the door for marketers to target their customers more directly through an entirely new channel. How mobile advertising promises to offer marketers higher levels of advertising effectiveness and impact? How to better reach out users via one of their most personal devices, the one they consider as a necessity? How to deliver advertisements to mobile device with purpose and reason without being intrusive?

Moderator: Andre POPOV, Partner - Peppers & Rogers Group

Joseph GED, CEO – Nedjma Wataniya Algeria

Florian GMEINWIESER, Head of Mobile – Plan.net Group

Andy ABBAR, Sr. Director - Head Product Management MENA - Yahoo! Middle East

1pm // OFFICIAL LUNCH – Intercontinental Restaurant

Offered by Menacom - Y&R



3pm – Auditorium // Grammar of ornament

Dan FUNDERBURGH, International Artist & Designer, *Invited by Pernod Ricard*



4pm – Auditorium // Keynote Conference New Media

Introduction by the Woman Cristal Club founding committee.

Fernanda ROMANO, Former Global Creative Director Digital and Experiential - Euro RSCG Worldwide

5pm – Auditorium // How digital, in an uncertain economic climate, can be a great source of growth for brands, agencies and media?

Moderator: Yasser AKKAUI, Editor in Chief – Executive Magazine

Gilles BABINET, President - French National Council for Digital

Arielle STEINMANN, Marketing Director & e-business - Cortal Consors - BNP Paribas

Nick MOTT, Head of sales UAE – Yahoo! Middle East

Yousef TUQAN TUQAN, CEO - Flip Media

Rayan KARAKY, Managing Director - Vivaki Nerve Center MENA

6.30pm // OFFICIAL NETWORKING COCKTAIL

Offered by Mindshare



8pm // AWARDS CEREMONY Cyber&Mobile, Promo&Direct, Media & Production, Young Directors'Forum and Young Cristal Competition.

10pm // OFFICIAL DINNER at La Fondue

Offered by Impact BBDO



10am – Auditorium // Cristal Club Session

➔ 10am: Presentation of the 2011 Cristal Clubs actions

Christian Cappe, CEO - Cristal Festival Network

➔ 10.15am: Presentation Young Cristal Award and Arabic Culture Cristal

By the Creative Cristal Club Beirut

11am – Auditorium // Gunn report: Presentation of the best International campaigns!

Emma WILKIE, General Director – Gunn Report

12am – Auditorium // "A bet for a National Conscience"

Farid CHEHAB, Honorary chairman & Advisor to the board - Leo Burnett MENA & Author of « A Bet for a National Conscience »

1pm // OFFICIAL LUNCH – Intercontinental restaurant

Offered by Farid CHEHAB, Author of « A Bet for a National Conscience »



2.30pm – Auditorium // Sociability: The ability to make people more valuable to brands through social media

Tim WALMSLEY, Regional Managing Director - Impact Porter Novelli

3.15pm // The Rise of Multiple Screen Usage in MENA and What It Means for Brands

Ahmed NASSEF, Vice-president & Managing director - Yahoo! Middle East

4pm // International Creative Showcase: What is a good idea ?

Leading creative people and jury members will present their 5 favorite campaigns and how they think to create "the best idea"!

Jan LEUBE, CCO – Young & Rubicam Germany

Ben DU PLESSIS, CCO – JWT South Africa

Paulo AREAS, ECD – Lola Madrid

5pm // "Discover your Genius Loci" - insights on Asian creative showcases that best capture local culture.

Jimmy LAM, President - Asia Pacific ADFEST

7pm // OFFICIAL NETWORKING COCKTAIL

Offered by Yahoo!Maktoob



8.30pm // CLOSING GALA DINNER & AWARDS CEREMONY for Film, Print, Outdoor, radio, Integrated, Corporate & PR

Presented by Jenny HAMMOND

With the presence of Chris THOMAS, President of the Jury.

Reward of the Media Business Man of the Year

Reward of the Advertisers Grand Cristal & Arabic Culture Cristal.

11pm // OFFICIAL CLOSING PARTY at Montagnou offered by J Group

