

11.30am - Auditorium // CONFERENCE – It's Y!ou and its RIGHT NOW

Internet is the fastest growing medium globally. Arab countries have the highest Internet penetration growth in the world. What's the state of digital marketing in the Arab world? Is Internet adopted for brand building in the region or still an immature medium? Hussein will give an overview of online landscape and Internet advertising in the region with exciting case studies and statistics.

Hussein FREIJEH, Director Advertising – Yahoo! Middle East

**1pm // OFFICIAL LUNCH – Les Airelles, Intercontinental Hotel
 In partnership with Mindshare**

3pm - Auditorium // CONFERENCE – How can one reinvent the business model and social model of the mass media? *As the crisis accelerates the development of new media, especially in Middle East, how traditional media are taking the pace of change into a digital world? How to make them more attractive? Which new mode of profitability?*

Speakers:

- Yoann EL JAOUHARI, Sales & Marketing Director – JC Decaux Middle East
- Yousef H. MUGHARBIL, President – Rotana Digital Entertainment / Rotana Group

4pm - Auditorium // ROUND TABLE – Reaching tomorrow's market

The Islamic community in the world represents a potential of 1.5 billion consumers. How should we communicate towards this community?

Moderator: Roy HADDAD, Chairman & CEO – JWT Middle East North Africa

Speakers:

- Dr Lance DE MASI, President – IAA UAE Chapter & President – American University in Dubai
- Yousef M. I. HAMIDADDIN, CEO Middle East & North Africa - Acxiom
- Ramsey G. NAJJAR, CEO – S2C

5.30pm - Plenary Room // MAGISTER CONFERENCE – Bringing down the walls between the present and the future

SEM Mikhail GORBACHEV, Former President of the USSR / Founder of Green Cross International

Followed by the giving of a Cristal of Honor to Mr Gorbachev and a private cocktail

**9.30pm // OFFICIAL DINNER – Le Montagnou Restaurant
 In partnership with JWT**



Wednesday 3 February

Digital and Media Seminary
Under the Presidency of Osman SULTAN, CEO – du

9.30am-1.30pm - Cinema // SCREENING – Long list of the 2009 Cristal Festival Production Competition

11am - Auditorium // DEBATE-CONFERENCE – Digital as an innovative way to break into recession

How digital innovation bring a sustainable advantages for brands. Which model of profitability for online media and online campaigns?

Moderator: Spencer OSBERG, Editor - Executive

Speakers:

- Wassim BASSIL, Managing Director – RMG Connect Dubai
- Hervé CUVILIEZ, Managing Partner – Diwaneer
- Dimitri METAXAS, Regional Digital Executive Director – Omnicom Media Group

1pm // OFFICIAL LUNCH – Les Airlles, Intercontinental Hotel
In partnership with Omnicom Media Group

3pm - Auditorium // CONFERENCE – Search and behavioral targeting: the future of Internet advertising?

Husni KHUFFASH, Country Business Manager – Google UAE

3.45pm - Auditorium // ROUND TABLE – Delivering value in a digital world.

The Evolution of new media and their impact in the region: How to give real value to the new media and integrated solutions? How to anticipate their emergence in the region? What impact for clients and consumers?

Moderator: Osman SULTAN, CEO – du

Speakers:

- Ali AL JABER, Managing Editor Dubai TV / Dean – Mohammed Bin Rashid School of Communications
- Jawad AL ABBASI, Founder & General Manager – Arab Advisors Group
- Wael FAKHARANY, Egypt Country Manager – Google
- Ghassan HASBANI, CEO International – Saudi Telecommunications Company
- Yousef MUGHARBIL, President of Digital Media – Rotana Media Group
- Karim SABAGGH, Partner – Booz & Company

5.30pm - Auditorium // MAGISTER CONFERENCE – The Power of the Common Challenge

Edward BORGERDING, CEO – Abu Dhabi Media Company

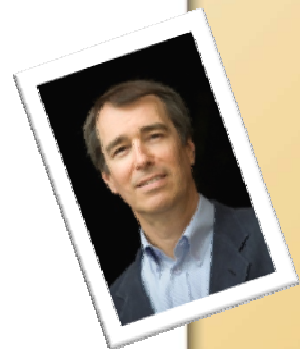
6.30pm // COCKTAIL – Offered by Abu Dhabi Media Company

8.30pm - Plenary Room // AWARDS CEREMONY

“Media Businessman of the Year” to Edward BORGERDING, CEO – Abu Dhabi Media Company

Cristal Awards for Cyber, Promo & Direct, Integrated and Media Cristal

10pm // OFFICIAL DINNER – La Fondue Restaurant
In partnership with Impact BBDO



Thursday 4 February

9am - Auditorium // SHOWCASE – Young Directors Forum

The Festival offers a unique opportunity to young talent through the Young Directors Forum presided by the famous director Laurent TIRARD. This short films competition is a real gateway between cinema and advertising. Presentation of the 8 award-winning films to the delegates.

10.15am - Auditorium // DEBATE – Does creativity allow everything?

Creativity has always been about breaking the rules. However, letting creativity unleashed may cause ethical issues. What rules should be implemented in the Middle East? What are other countries doing?

Speakers:

- Anne CHANON, Deputy to the General Management – ARPP (French Professional Advertising Regulation Authority)
- Ghassan GERMANOS, Managing Director – ALMEDIA
- Bechara MOUZANAR, Regional Executive Creative Director – Leo Burnett MENA

11.30am - Auditorium // CONFERENCE – Welcome to the 21st century

Farid CHEHAB, Chairman MENA & Chief Creative Officer CEEMEA – Leo Burnett

1pm // OFFICIAL LUNCH – Les Airelles, Intercontinental Hotel

In partnership with Leo Burnett

3pm - Auditorium // CONFERENCE – From the film to storytelling and advertainment, ten years of Cristal Awards

Showcase of some of the best campaigns of the past years that have been rewarded by the Cristal Awards. How has advertising evolved over the years?

Christian CAPPE, CEO – Cristal Festival Network

4.15pm - Auditorium // MAGISTER CONFERENCE –

Contagious ideas that change the conversation

Richard PINDER, COO – Publicis Worldwide / President of the 5th MENA Cristal Festival

5.30pm - Cinema // SPECIAL EVENT – Screening of the movie “Home” by the director and famous photographer Yann ARTHUS BERTRAND

9pm - Plenary Room // CLOSING CEREMONY – GALA DINNER at the Intercontinental

In partnership with Choueiri Group

Cristal of Honor to Yann ARTHUS-BERTRAND for the launch campaign of “Home”

Grand Cristal of the Festival

Cristal Awards for Film, Outdoor, Press, Radio and Corporate Cristal

