



منتدى مسك للإعلام
MISK MEDIA FORUM



PROGRAM

MISK MEDIA FORUM 2019

PANEL DISCUSSIONS - WORKSHOPS - CAMPFIRE SESSIONS

RITZ CARLTON HOTEL,
RIYADH, SAUDI ARABIA

26 FEBRUARY 2019



مسك
مؤسسة خيرية

MAIN PLENARY PROGRAM



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| 9:00am | REGISTRATION |
| 09:30 - 09:40am | OPENING VIDEO |
| 09:40 - 10:10am | CONVERSATION - DIPLOMACY IN THE ERA OF NEW MEDIA H.R.H Prince Turki Al Faisal bin Abdul Aziz Al Saud - Chairman, King Faisal Center for Research and Islamic Studies Moderated by Rima Maktabi - UK Bureau Chief, Al Arabiya News Channel |
| 10:10 - 10:50am | PANEL - WHO SHAPES PUBLIC OPINION? TRUTH VS. PROPAGANDA H.E. Ali Al Rumaihi - Minister of Information Affairs, Chairman of the Board of Trustees, Bahrain Institute for Political Development Emad El Din Adeb - Journalist, Founder and Chairman, Good News Media Group Moderated by Jameel Al Theyabi - Editor-in-Chief, OKAZ |
| 10:50 - 11:05pm | KEYNOTE PRESENTATION - NAVIGATING THE NEW MEDIA REVOLUTION Shiv Vikram Khemka - Vice Chairman, SUN Group |
| 11:05 - 11:20am | KEYNOTE PRESENTATION - HOW TO CREATE CONTENT FOR A 'VIDEO-FIRST' WORLD Amy Landino - Online Creator and Author |
| 11:20 - 11:50am | PANEL - ATTENTION ENGINEERS - DESIGNING SOCIAL MEDIA FOR ADDICTION Abdullah Al Kassem - Founder and Chief Executive Officer, Ways Marketing Solutions Remie Abdo - Head of Strategy, TBWA\RAAD Areej Al-Wabil - Principal Investigator at the Center for Complex Engineering Systems at KACST and MIT Mazen AlDarrab - Founder and CMO, Zid Moderated by |
| 11:50 - 11:53pm | SPECIAL ANNOUNCEMENT |



MAIN PLENARY PROGRAM



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| 11:53 - 12:00pm | CASE STUDY - @SV_2030 Alanoud AlShowaier , Accounts Director, Hrakat Company for Communication and Engagement |
| 12:00pm | PRAYER AND LUNCH BREAK |
| 1:30 - 1:55pm | KEYNOTE PRESENTATION - NAVIGATING THE NEW-INFORMATION ENVIRONMENT Adhwan Alahmari - Editor-in-Chief, Independent Arabia Mohammed Khatim - TV Presenter <i>Introduced by</i> |
| 1:55 - 2:05pm | SPECIAL ANNOUNCEMENT - #INVESTSAUDI Khaled Tash - Deputy Governor for Marketing and Communications, SAGIA |
| 2:05 - 2:35pm | PANEL - SOCIAL MEDIA AS A FORCE FOR GOOD Khalid Aboshaibah - Head of Digital Media, King Salman Humanitarian Aid and Relief Center Abdullah Al Khurayef - Social Media Content Creator Mishal Alqasim - Chief Executive Officer, Saudi Projects Co Fatema Zaman - TV and Radio Presenter, Ministry of Information Affairs <i>Moderated by</i> |
| 2:35 - 3:00pm | PANEL - CONTENT IS KING Abdullah Albandar - Presenter, Sky News Arabia and Social Media Content Creator Omar Aljerais - Social Media Content Creator and General Manager Rehab Najd, Real Estate Development Jessy El Murr - Digital Media Advisor Hitham - Social Media Content Creator <i>Moderated by</i> |
| 3:00 - 3:20pm | KEYNOTE PRESENTATION - THE FUTURE OF CUSTOMER EXPERIENCE IN SOCIAL NETWORKS Anders Sörman-Nilsson - Global Futurist, Innovation Strategist, Author and Commentator |
| 3:20 - 3:30pm | SPECIAL SESSION - A DEEP-ROOTED BROTHERHOOD Special Session on the Occasion of The Kuwaiti National Day Mohammed Khatim - TV Presenter <i>Introduced by</i> |



MAIN PLENARY PROGRAM



3:30pm

PRAYER AND NETWORKING BREAK

3:45 - 4:25pm

PANEL - FIND THE GAP

Mohammed Abaalkheil - Corporate Communication General Manager, STC Group
Chatri Sityodtong - Founder, Chairman and CEO of ONE Championship (ONE)
David Tomchak - Digital Editor in Chief, Evening Standard
Mina Al-Oraibi - Editor-in-Chief, The National

Moderated by

4:25 - 5:10pm

PANEL - GOVERNMENT 2.0 RUNS ON SOCIAL

Hani Al Badri - Professor, Media Consultant and Presenter
Mohamed Al Hammadi - Editor-in-Chief, Alroeya
Saud Al Rayes - Editor-in-Chief, Alhayat Newspaper in KSA and GCC
Hamad Al Mahmoud - Chief of KSA Bureau, Sky News Arabia

Moderated by

5:10 - 5:20pm

PODCAST - AUDIO TALES: THE STORY OF A PODCAST

Lubna AlKhamis - Podcaster and Storyteller

5:20 - 5:35pm

KEYNOTE PRESENTATION - THERE IS NO BOX!

Zach King - Internet Personality



WORKSHOPS



10:10 - 11:00am

BEST WAY TO GO VIRAL ON SOCIAL MEDIA IN 2019

Abdulrahman Alhusain - General Supervisor of Marketing and Communication, Ministry of Commerce and Investment

11:00 - 12:00pm

BRAND BIG! THE SECRET TO GETTING THE WORLD TO TALK ABOUT YOU

Steve Brazell - Founder, Hitman Inc | Agent of Clarity

1:30 - 2:15pm

HOW CAN YOU SKETCH YOUR FUTURE IN A DIGITAL AGE?

Tracey Hamilton - Chief Transformation Officer, Moveo Global

2:15 - 3:00pm

PAID SOCIAL MEDIA

Khaldoun Zagher - Regional Head of Social and Content, Universal McCann

3:00 - 3:30pm

PAYMENTS VIA MOBILE PHONES: A NEW ACHIEVEMENT

Ahmed Alenazi - VP of Business – STC Pay

3:45 - 4:30pm


BUILDING YOUR SOCIAL MEDIA STRATEGY BASED ON CHANGES

Ahmed Aljbreen - Co-Founder and Managing Director, Smaat Company

4:30 - 5:15pm

STREAMING SERVICES... A NEW HORIZON FOR CONTENT CREATORS

Mubarak Alkebaisi - Managing Director, Perhaps Consultancy



CAMPFIRE SESSION



11:00 - 11:20am

VIDEO GAMES IN SAUDI ARABIA: CHANGES AND CONVERGENCE
BETWEEN TWO WORLDS

Tariq Mukhtar - Head of Game Development Department, Manga Productions

1:30 - 1:50pm

IS AI A STRIKING POWER IN THE HAND OF A DIGITAL MARKETER?

Samer Shoueiry - Chief Digital Officer, Publicis Communication MEA

2:00 - 2:20pm

WHO DO WE TRUST WITH OUR VALUES ON SOCIAL MEDIA?

Mohammed Kabbani - Chief Executive Officer of the Business Center,
Institute of Public Administration

2:30 - 2:50pm

BEYOND THE HYPE – WHAT DOES IT MEAN TO BE A SOCIAL INFLUENCER?

Basma Elkhareiji - Founder and COO, The Social Group

3:00 - 3:20pm

SOCIAL MEDIA MAKES YOUR BUSINESS SOAR

Richard Fitzgerald - Managing Director and Founder, Augustus DMCC

4:15 - 4:35pm

BUSINESS IDEA: FROM CREATION UNTIL PITCHING TO INVESTORS

Mohannad Alnabulsi - Chief Executive Officer, Qotuf

4:45 - 5:05pm

A BIG SAFE WORLD FOR OUR KIDS TO FLY

Faisal Alsaad - Traditional Media Director, STC

