

# DIGITAL TUESDAY

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MEET THE DIGITAL PLAYERS

## DIGITAL TUESDAY PROGRAMME

The Future of Creative Advertising: harnessing new technologies to appeal to modern consumers

September 29<sup>th</sup> – 9.30 am – 11.00 am - Sofitel Jumeirah Beach

// Welcome words : **Christian Cappe**, CEO – **Cristal Events**

// Speakers :

- **Ramzi Moutran**, Executive Creative Director – **MEMAC Ogilvy Dubai**  
*Hacking ideas*
- **Benjamin De Terssac**, Founder – **Carpool Arabia**  
*Aligning advertising campaigns with your go-to-market strategy*
- **Marcus Siddons**, Managing Director - **Xaxis MENA**  
*Meet the Self-Assembling Ad of the Future - Creative Programmatic*
- **Burt Reynolds**, Business Director - **MediaCom**  
*Multi Screen Story-Telling in Real-Time*
- **Brendan Walsh**, Creative Solutions Director - **DMS - Choueiri Group**  
*Be On is the Solution*
- **Phil Adrien**, General Manager – **Blue Barracuda / FCB Global**  
*Storytelling in the Age of Meerkats*
- **Ayman Itani**, Digital Strategist, CEO & Founder – **Think Media Labs**  
*Wearables, Nearables, Hearables, Shareables*
- **Toby Daniell**, International Account Director EMEA - **Undertone**  
*The importance of cross device storytelling in a programmatic world*
- **Sam Daoud**, Chief Technology Officer – **Souq.COM**  
*Fireside chat*

// 11.00 am: Networking

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