

THE DIGITAL TUESDAY

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MEET THE DIGITAL PLAYERS

DIGITAL TUESDAY PROGRAMME

« WHEN INNOVATION MEETS TECHNOLOGY »

January 20th – 6.00PM – Media Rotana Hotel

// 6.00pm : Introduction words

by Christian Cappe, *Founder & CEO*, **CRISTAL EVENTS**

// Speakers :

- Tahaab Rais
FP7
Solving real world problems in the real world
- Ian Dolan
PHD MEDIA
Case study : McLaren / Uber
- Shoaib Ahmed
BUZZEFF
Once Upon a Time in Online Video Advertising
- Richard Nugent & Arif Ladhabhoy
BPG POSSIBLE
Banking ain't Boring
- Sophia Kenvold & Dana Adhami
MINDSHARE UAE
Planning for Agility
- Nicolaas Langereis
STARCOM MEDIAVEST GROUP MENA
How Emirates NBD managed to celebrate UAE national day with the nation through the use of Social Media
- Sébastien Marteau
ICONICTION
Connected shoppers' engagement and Omnichannel technologies

// 8.00pm : Networking Cocktail Reception

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