

DIGITAL TUESDAY

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MEET THE DIGITAL PLAYERS

DIGITAL TUESDAY PROGRAMME

**Brand Content and Storytelling:
New ways of distribution & creation in a Mobile & Digital era**

June 2 – 6.00PM – LILA Café

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

// Speakers :

- **Alizée Sarazin**, Manager – **Dubai Moving Image Museum**
Storytelling: a peep into History
- **Daniel Cheetham**, Interactive Director – **Happy Finish, UK**
Lets Get Real - VR and AR, The New Art of Storytelling
- **Jennifer Baum**, Trade Marketing Lead, CEEMEA – **Microsoft**
Katherine Eills, Solution Sales Specialist, MENA – **Microsoft**
Storytelling in a Multiscreen world
- **Robert Gulya**, Creative Director – **Boulevard Music, UK**
Bespoke Music Solutions for Content Production
- **Ramy Kassis**, Senior Executive – **DMS - Choueiri Group**
When Content Meets Distribution
- **Graeme Erens**, CEO / ECD – **GLDS**
Be local, don't localise. Storytelling for a "smart" audience"
- **Asmik Akopyan**, Regional Digital Head Marketing MENAP - **Standard Chartered Bank**
Sarah Beddah, Marketing Officer - **Standard Chartered Bank**
- **Ellen van Meerendonk**, Client Development Director CPG,
Auto & Entertainment – **Yahoo**
Content Marketing, the new glue in the eco system of brands

// 8.00pm: Networking Cocktail Reception (1st floor of the Dubai Moving Image Museum)

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**DUBAI
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