

# DIGITAL TUESDAY

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MEET THE DIGITAL PLAYERS

## DIGITAL TUESDAY PROGRAMME

### BIG DATA REVOLUTION:

How Big Data can become the new industrial revolution with its innovation and growth potential?

May 5th – 6.00PM – LILA Café

#### // Welcome words by :

- **Nathalie Huart**, Business Development Director MENA & APAC – **Cristal Events**

#### // Speakers :

- **Youmna Borghol**, Head of Data Science – **DMS / Choueiri Group**  
*Big Data's New Chapter*
- **Justin Mlynarski**, Regional Digital Director – **UM MENA**  
*Big Data - Does size really matter?*
- **TJ Lightwala**, Head of Performance & Programmatic – **Mindshare MENA**  
*Importance of Audience Development*
- **Tarek Homsy**, General Manager – **Diwaneer**  
*Audience Data: from placement to audience targeting*
- **Clive Primrose**, Managing Director – **GLDS**  
*Data and content, creating new and loyal fans*
- **Igor Skokan**, Group Director – **Annalect MENA, Omnicom Media Group**  
*Measuring synergies between digital and offline media*
- **Mark Brown**, Data & Technology Director – **Starcom MediaVest Group**  
*Big Data, A prospecting guide to finding where the value lies and avoiding fool's gold*

#### // 8.00pm : Networking Cocktail Reception

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