



DIGITAL TUESDAY PROGRAM

Using Data to make smarter marketing decisions

7th session: 17th of May, 2016 9.00 am / 11.00 am – Media One Hotel

Welcome words: **Caroline Circlaeys, Head of Content – Cristal Events**

// Speakers:

- **TIBERIU IACOMI**, Chief Probability Observer– **The Improbable Agency**
Marketing revisited: From gut to artificial intelligence
- **RAMZI HALABY**, CEO & co-founder – **The Online project**
The Power of data-driven marketing
- **AMJAD PULIYALI**, General Manager – **Vizury**
Are you a Smarketer?
- **RODGER BEEKMAN**, Executive Creative Director – **Mullen Lowe MENA**
How to get the best baby milk powder in the right hands?
- **RAMI M. ZEIDAN**, Head of Marketing – **Anghami**
Play Music
- **USAMA QASEM**, Regional Digital & Content Marketing Manager – **Ikea UAE, Qatar, Egypt and Oman**
How to create meaningful digital content
- **MOHAMED MEGAHED**, Regional Commercial Director – **Connect Ads**
It's time for native!
- **YOUNNA BORGHOL**, Head of Data Science – **Choueiri Group**
Leveraging Data for Better Advertising
- **HUSSEIN DAJANI**, COO – **Hug Digital**
The Power of Data in digital

// 11.00 am: Networking

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