

DIGITAL SUNDAY

Powered by CRISTAL EVENTS

In partnership with



MEET THE DIGITAL PLAYERS

DIGITAL SUNDAY PROGRAMME

Video: trends, challenges & opportunities

8th session: May 29th, 2016 – 5.30 pm / 7 pm – Media One Hotel

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

// Speakers:

- **GILLES G. VIDAL**, Co-founder & Executive Creative Director – **WOW Agency**
How to create an award-winning video campaign for social media
- **HIND ABU ALIA**, Head of Digital Commercial – **MBC Group**
Your wish is on Demand
- **IZU NWA-CHUKWU**, Senior Digital Strategist – **EDELMAN DABO**
The rise of social video
- **FREDERIC BELLIER**, MD Southern Europe & MENA – **RADIUMONE**
Trends in the Future of Video for Brands: Frugal Innovation
- **BOGDAN-ALEXANDRU ZOICAS**, Creative Media Executive & Film Production Specialist – **OVN**
The Fall of television and the rise of interactive video
- **DANA ADHAMI**, Head of MENA – **Maker Studios Inc.**
The rise of video Stars
- **JONATHAN HALLMARK**, Client Solutions Manager, MENAP – **Facebook**
TVC's in a Mobile World
- **RAMI EL CHAMI**, Senior Sales Manager – **DMS, Choueiri Group**
Video Case study on Dailymotion: Carousel instream
- **MARILOR REQUET**, Creative Director & Co-founder – **WOW Agency**
Engaging experiences

// 7.00 pm: Networking

In partnership with:

