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18 MAY
2016
DUBAI

transform

The Middle East Brand Summit

The Middle East Brand Summit is the essential conference for all those interested in brand, marketing and communications.

Sessions during the day will explore:

- Brand in the built environment
- Challenger brands vs heritage brands
- Brand narrative
- The wide world of sports

And much more!

With speakers from the Qatar Olympic Committee, Chalhoub Group and Ahmed Seddiqi & Sons, hear from those that are getting their branding right.

The Middle East Brand Summit promises to be the pinnacle event of the year for everyone looking to enhance their creative and strategic thought in all realms of brand development.

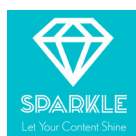
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**18 MAY 2016,
WALDORF ASTORIA, DUBAI**

ABOUT THE CONFERENCE

The Middle East Brand Summit brings delegates informative and inspiring speakers covering all facets of branding and brand marketing. Join Transform magazine for an in-depth look at organisations that are getting branding right. The event is jam-packed with fascinating content and networking opportunities making it an essential conference for those who work in brand. Whether you're from the creative, strategic or communications teams, this event will fill you with inspiration and ideas. The conference will stimulate discussion among delegates, between speakers and of course with the Transform magazine team. Attendees can expect to learn new strategies to develop their own brand, marketing and communications projects.

WHO SHOULD ATTEND?

This event is the perfect opportunity to share ideas, learn from others and network, for those with responsibilities in:

- **Brand management**
- **Brand strategy**
- **Marketing**
- **Corporate communications**
- **Reputation management**
- **Creative and design**

TICKETS

Book your ticket to join your peers, participate in the discussion, learn from the experts and head back to the office with new ideas and inspirations for your brand's communications and marketing.

One delegate: \$250
Two delegates: \$475
Three delegates: \$720
Four delegates: \$960
Five delegates: \$1,200

Charity, NGO and NFP: **\$125 per place**

HOW TO BOOK

Book online: www.transformmagazine.net/conferences
Call us on: **+44 20 7998 6263**
Email: Amy Nguyen at anguyen@transformmagazine.net

AGENDA

09:00

Registration and breakfast

09:20

Welcome and open address

Andrew Thomas, publishing editor, Transform magazine

09:30

Challenger brands vs heritage brands

Energetic new brands often pursue exciting ideas and brave branding strategies, but veteran companies can build upon a wealth of experience when approaching brand communications. How can these types of companies learn from each other? What is the value of experience in branding? Opening the Middle East Brand Summit, we hear from two brands – one old and well established, the other, young and challenging conventions.

- **Melika Yazdjerdi**, head of corporate communications, **Ahmed Seddiqi & Sons**
- **Daniel Taylor**, senior director - brand, **du**

10:15

The power of a strong narrative

This session looks at the power of a clear and authentic narrative, and why it is more important than ever to tell a story that resonates internally and externally. A strong narrative can ensure organisations stand out in a crowded market. It also helps companies communicate more effectively with the people who matter most to them. In this session, delegates will hear different perspectives on the narrative development process and ideas on how it can be cascaded internally through an organisation and shared externally with key audiences.

Moderated by Bladonmore

- **David Bennett**, senior consultant/expert – branding, stakeholder management & corporate culture, **Saudi Electricity Company (SEC)**
- **Mohammed Mamdouh**, creative lead, **Dubizzle**
- **Melanie Rayner**, marketing and communications manager, **Make-A- Wish Foundation**



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11:00

Transform Tales: The JustProperty story

By putting home and belonging at the heart of its new brand proposition, JustProperty.com borrowed an idea that was already popular in western markets, and applied it to the unique Middle Eastern environment. By adding multilingual language, inviting images and videos, a new, friendly logo and by improving its user experience, JustProperty.com hoped to communicate a clear brand proposition and to become the UAE's go-to property portal for those looking to build a life in the region.

- **Natasha D'Souza**, head of public relations and communications, **JRD Group**

11:15

Coffee break

11:40

The wide world of sports

The MENA region, and the gulf states specifically, have become a centre for the world's favourite sports. From handball to football and everything in between, international and local sporting events and leagues are being developed. What can these new brands do to attract an audience among the region's local population and among expat communities? Can new leagues develop the zealotry among fan bases in longtime sporting communities? How can sports brands connect with young people?

- **Abdulaziz Alhejji**, marketing manager, **The Saudi Pro League**
- **Asma Al Thani**, director – marketing and communications, **Qatar Olympic Committee**
- **Sujid Rehman**, head of branding, **AIBA**

12:20

Transform Tales: GFH Financial Group

The Transform conference will be punctuated with a series of short sessions in which delegates will be taken on a brand's transformation journey. GFH, formerly known as Gulf Finance House, had to overcome the reputation developed during the global financial crisis of a bank that didn't prize transparency or communication. Its new brand identity brings together the multiple entities of the company under one name and logo, while creating transparency and prioritising clear communications with consumers.

- **Nawal Hussam Al-Naji**, corporate communications officer, **GFH Financial Group**

12:40

Lunch and networking

13:20

Transform Tales

The possibilities of branding when you can incorporate the physical space are endless. Many brands in the MENA region carefully craft their environment to create brand experiences for internal and external audiences. The malls, shops and hotels all exude luxury that has been meticulously planned and implemented. This session looks at how brands can be successfully built within the physical space. Delegates will hear from three speakers offering different expertise on how they create branded environments. The audience can expect to takeaway inspiration of how to create a memorable brand experience.

- **Linton Crockford-Moore**, creative director – strategy & innovation, **Chalhoub Group**
- **Salim Hussain**, principal architect, **Atkins**
- **David Wilson**, general manager, **Waldorf Astoria Dubai Palm Jumeirah**

14:00

Re-imagining mobile experience: a new digital brand for Saudi millennials

Mobile operators have been slow to embrace digital innovation, while over-the-top players like Uber, Airbnb and Spotify have succeeded using digital disruption. Jawwy from STC is a disruptive new digital mobile experience brand for Saudi Millennials – it's a personal mobile service in an app, with the user in complete control and strong social media integration. It's also the first 'negotiated brand' in the MENA region, co-created with the people it serves. This insightful, video-rich presentation will reveal the entire brand development process for a first-in-the-world experience innovation project.

- **Ash Banerjee**, chief brand officer, **Jawwy from STC**

14:30

Closing remarks

Andrew Thomas, publishing editor, Transform magazine

ABOUT TRANSFORM MAGAZINE

Transform magazine is the only global magazine to cover rebranding and brand development. Published quarterly both in print and online, it is essential reading for those concerned with brand strategy and rebranding.

Transform magazine examines brand development across all sectors by focusing on issues related to reputation management, brand repositioning, rebranding and design, employer brand management, nation place branding, brand implementation, brand experience and corporate communications.

SPONSORSHIP

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