

# DAY 1

#fippdubai

## Wednesday 10 February



MIDDLE EAST  
& AFRICA  
DUBAI  
10-11 FEBRUARY 2016  
IN ASSOCIATION WITH **GN** Publishing

MAIN STAGE			
08:00-09:00	REGISTRATION		
09:00-09:05	WELCOME <b>Barry McIlheney</b> , CEO, PPA, UK.		
09:05-09:45	<b>INDUSTRY TRANSFORMATION AND REVITALISATION: MAGAZINE MEDIA TODAY</b> <b>Peter Kreisky</b> , Chairman, The Kreisky Media Consultancy, USA		
09:45-10:10	<b>HOW INDIA TODAY GROUP GOES ABOUT DEVELOPING MULTI-PLATFORM MEDIA</b> <b>Ashish Bagga</b> , Group CEO, India Today, India		
10:10-10:15	100 SECOND PITCHES		
10:15-10:40	<b>THE FUTURE OF MEDIA IN ME&amp;A: THE BLOOMBERG VIEW</b> <b>Justin Dewhurst</b> , EMEA General Manager, Bloomberg Media, UK		
10:40-11:05	<b>TOP 10 MAGAZINE PREDICTIONS FOR 2016</b> <b>Dr. Samir Husni</b> , Founder and Director of the Magazine Innovation Center, Meek School of Journalism and New Media, USA		
11:05-11:35	NETWORKING COFFEE		
MAIN STAGE		SPECIALIST STAGE	
11:35-12:00	<b>THE FUTURE OF THE MOBILE: THE GOOGLE PERSPECTIVE</b> <b>Alexander Bregman</b> , Strategic Partnerships Development Manager EMEA, Google, France	<b>INTRODUCTION</b> <b>Nikolay Malyarov</b> , EVP, Chief Content Officer and General Counsel, PressReader, Canada  <b>MASTERCLASS</b> <b>HOW TO MAKE PRINT WORK IN A DIGITAL AGE</b> <b>Dr. Samir Husni</b> , Founder and Director of the Magazine Innovation Center, University of Mississippi, Meek School of Journalism and New Media, USA	
12:00-12:25	<b>HOW 7AWI WON OVER 8 MILLION PLUS PAN-ARAB CONSUMERS WITH DIGITAL</b> <b>Anas Abbar</b> , CEO and Co-founder, 7AWI.com, UAE		
12:25-12:30	TRANSITION		
12:30-12:55	<b>HOW NERVORA BUILDS, POSITIONS, AND MONETISES BRANDS TO SUCCEED IN THE DIGITAL AGE</b> <b>Shashi Menon</b> , Founder and CEO, and Nick Gonzalez, Co-founder, Nervora, UAE	<b>MASTERCLASS</b> <b>7 WAYS IN WHICH TECH CAN HELP YOU BOOST YOUR EVENTS BUSINESS</b> <b>Will Kataria</b> , Associate Director Sales Middle East and Africa, Cvent, UAE	
12:55-14:00	LUNCH		
14:00-14:25	<b>BEYOND DIGITAL: CONSUMERS DEMAND CHOICE AND CONVENIENCE WHICH TRANSCEND PLATFORMS</b> <b>Charles Stuart</b> , Associate Director, PwC Africa – South Market, South Africa		
14:25-14:50	<b>DEVELOPING MEDIA BUSINESSES IN EAST AFRICA – CHALLENGES AND OPPORTUNITIES</b> <b>Linus Gitahi</b> , Independent Advisor, Kenya		
14:50-14:55	TRANSITION		
14:55-15:20	<b>DEVELOPING DIGITAL MEDIA BUSINESSES IN AFRICA</b> <b>Julian Artopé</b> , Director, Ringier Africa, Kenya		
15:20-15:45	<b>BEING NIMBLE: HOW MEDIA24 SPOTTED A TREND AND LAUNCHED A MULTI-PLATFORM RUNAWAY SUCCESS</b> <b>Suzy Brokensha</b> , Editor-in-Chief, Fairlady and Lose It, Media24, South Africa		
15:45-16:15	NETWORKING COFFEE		
MAIN STAGE			
16:15-16:45	<b>KEY THEMES IN MEDIA INNOVATION TODAY</b> <b>Alvaro Triana</b> , Senior Consultant, Innovation Media Consulting, Colombia		
16:45-17:15	<b>GN PUBLISHING’S MULTI-PLATFORM DEVELOPMENT STRATEGY</b> <b>James Hewes</b> , Publishing Director, GN Publishing, UAE		
17:15-17:20	WRAP		

17.30

**NETWORKING DRINKS RECEPTION** Sponsored by Gulf News and Media Mingle from The Media Network

# DAY 2

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## Thursday 11 February



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MAIN STAGE	
08:00-09:00	NETWORKING COFFEE
09:00-09:10	WELCOME <b>Chris Llewellyn</b> , President and CEO, FIPP
09:10-09:45	<b>CREATIVITY MATTERS: FOR BUSINESS, FOR CHANGE, FOR GOOD</b> <b>Emma Farmer</b> , Festival Director, Dubai Lynx International Festival of Creativity, UAE
09:45-10:10	<b>BEST PRACTICE FOR DEVELOPING WORLD-CLASS BRANDED CONTENT: TIME INC.'S LAND ROVER CASE STUDY</b> <b>Jim Jacovides</b> , SVP, Time Inc. International Licensing and Development, USA
10:10-10:45	<b>PANEL: BUILDING INTERNATIONAL MEDIA BRANDS ACROSS BORDERS</b> <b>Edward Marr</b> , Head of NPD and New Business Development, GN Publishing / Al Nisr Publishing, UAE <b>Tim Hudson</b> , Director of International Licensing and Syndication, Immediate Media Co., UK <b>John Cabell</b> , Founder and CEO, Cue Ball LLC, USA <b>Omar Khalifa</b> , Managing Director, Omedia Publishing, Egypt HOST: <b>Chris Llewellyn</b> , President and CEO, FIPP
10:45-11:15	Networking coffee
MAIN STAGE	
11:15-11:40	<b>DIGITAL MARKETING FOR PUBLISHERS: STRATEGIES FOR MAXIMISING SUBSCRIPTION ACQUISITIONS AND ROI</b> <b>Carola York</b> , Managing Director, Jellyfish Connect, UK
11:40-12:05	<b>HOW TO BUILD A SUCCESSFUL EVENT BUSINESS FROM A TRADITIONAL PRINT BRAND</b> <b>Katie Heskett</b> , Publisher, GN Publishing, UAE
12:05-12:10	TRANSITION
12:10-12:35	<b>DEVELOPING TRENDS IN THE SAUDI ARABIA MEDIA MARKET AND DEVELOPING MEDIA BRANDS TO DELIGHT</b> <b>Mohammad Alomar</b> , MD, Saudi Specialized Publishing Company, and Editor-in-Chief of Robb Report Arabia
12:35-13:00	<b>ARABIC AS A TOOL FOR MEDIA DEVELOPMENT, AND WHY HIGH QUALITY CONTENT IS A MUST FOR PUBLISHERS</b> <b>Abdulsalam Haykal</b> , Founder and Chairman, Haykal Media, UAE
13:00-14:00	LUNCH
MAIN STAGE	
14:00-14:25	<b>FIRESIDE CHAT: THE RISE OF BRANDED CONTENT AND WHAT IT MEANS FOR PUBLISHERS</b> <b>Jason Leavy</b> , Managing Director, Edelman DABO, UAE INTERVIEWED BY <b>James Hewes</b> , Publishing Director, GN Publishing, UAE
14:25-14:50	<b>DEVELOPING MEDIA BRANDS TO TAKE ADVANTAGE OF THE FULL MARKET OPPORTUNITY</b> <b>Marcus Rich</b> , CEO, Time Inc. UK
14:50-15:15	<b>THE MEDIA MARKET AND OPPORTUNITIES IN IRAN</b> <b>Behnam Karami</b> , Managing Director, CARAT-ICA, Iran
15:15-15:50	<b>PANEL: VIEW FROM THE TOP</b> <b>Ian Fairservice</b> , Owner, Motivate Publishing, UAE; <b>Duncan Edwards</b> , President and CEO, Hearst Magazines International, USA; <b>Sid Wahi</b> , Director, ABN Publishing (with interests in CNBC Africa / Forbes Africa), HOST: <b>Chris Llewellyn</b> , President and CEO, FIPP
15:50-15:55	MODERATOR WRAP-UP OF FIPP ME&A

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\* Programme subject to minor change