

MENA CMO 2017:

CHAMPIONING DIGITAL ECOSYSTEMS



15 - 16 May - Dubai, UAE

**“WHOSOEVER DESIRES CONSTANT
SUCCESS MUST CHANGE HIS CONDUCT
WITH THE TIMES.”**
— **NICCOLO MACHIARELLI**

WITH UNPRECEDENTED RATES OF GROWTH ACROSS THE MENA REGION AND RECORD LEVELS OF GLOBAL COMPETITION, CMOs ALL OVER THE MIDDLE EAST ARE FACING INCREASED PRESSURE TO TRANSFORM INTO DIGITAL MARKETERS AND CAPITALISE ON THE CURRENT GROWTH MOMENTUM.

TO CAPTURE NEW MARKETS AND BOOST PROFITABILITY, REGIONALLY AND GLOBALLY, CMOs MUST DEVELOP AGILITY IN REACTING AND RESPONDING TO THE RAPIDLY CHANGING MARKET. STAYING AHEAD OF COMPETITION AND ENSURING CONNECTIVITY WITH CONSUMERS ARE OF EXTREME IMPORTANCE TO ANY AMBITIOUS, FORWARD-LOOKING COMPANY.

NOT ONLY ARE THEY EXPECTED TO FAMILIARISE THEMSELVES WITH THE ADVANCEMENT OF TECHNOLOGY, THEY MUST ALSO BECOME STORYTELLERS TO CREATE CONTENT THAT CONVERTS. TODAY, CMOs HAVE BECOME THE HEARTBEAT OF ORGANISATIONS.

AFTER ALL, WHERE WOULD ORGANISATIONS BE WITHOUT THEIR MARKETING FUNCTIONS?

FOR REGISTRATION, PLEASE CONTACT ADAM KOWALEWSKI ON: ADAM@ACIEU.NET OR +48616467047

FOR SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT JACKSON MORIS ON : JMORIS@ACIEU.NET OR +91 206527 2804

In an era of market uncertainties and limited spend, the role of a CMO is more than just a marketing leader. Now, more than ever, it is imperative for CMOs to become the heart and soul of their organisations, simply because their new roles decide on the future of an organisation. It is the fundamental core of what makes or breaks an organisation.

CMOs today face mounting pressure to transform into agile functions, functions ready to meet the “Consumers of Tomorrow”, generate ROIs quicker than ever before, be at the frontier of service excellence and take on the role of strategic advisors to the executive committee. With each responsibility comes even greater challenges. These challenges, as difficult as they may be, would need to be addressed sooner rather than later because in this competitive world, there is no room for organisations to slack.

Marketers in leading organisations are moving faster than the speed of light, conquering consumers in unimaginable ways and building a rock solid reputation for themselves. But, what is left for those who are not even halfway through to reaching these sky high accomplishments?

Equip yourself with all the right knowledge and skills in ACI's prestigious MENA CMO 2017: Championing Digital Ecosystems where you will be treated to a variety of winning case studies and expert presentations over the course of two days, guaranteed to help you build your marketing dream team.

Opportunities to Meet Your Target Audience:

For information on available sponsorship and commercial opportunities, please contact **Jackson Moris**:
Tel: +91 20 6527 2804 or
Email: jmoris@acieu.net

Registration is Simple:

If you would like to register for this event or wish to find out more information, you can contact **Adam Kowalewski** by using any of the following methods:

 +48 61 646 7047

 adam@acieu.net

 www.acieu.net

 Postal Address:
ACI Europe, 5/13 Great Suffolk Street, London,

Introducing Our Esteemed Line-Up of Speakers:

Vivek Kumar
Honorary Chairman
CMO Council Asia Pacific, Singapore

Scott Goodson
Founder and Chief Executive Officer
StrawberryFrog, USA

Guy Hughes-Wilson
Vice President of Sales, Western Europe
BBC Worldwide, UK

Muhammad Chbib
Founder and Chief Executive Officer
Tajawal.com, UAE

Nipun Kapur
Head of Marketing and e-Commerce
Landmark Group, UAE

Daniel Sale
Head of Digital Marketing
National Bank of Abu Dhabi, UAE

Yousif Al Hawas
Executive Director, Business Development
National Water Company, Saudi Arabia

Senior Representative
Careem, UAE

Dr Waiel Said
E-Government Portfolio Director
ictQATAR / Malomatia, Qatar

Andrew Hanna
Chief Commercial Officer
VIVA, Kuwait

Tarek Moussawer
Head of Marketing
Virgin Megastore MENA, UAE

Nitin Sharma
Director, Marketing Strategy
UAE Exchange, UAE

Haysam Fahmy
Head of Digital Marketing and Performance
Commercial Bank of Dubai, UAE

Abdulla Mahmood
Director of Marketing and International Business Development
Al Ahli Holding Group, UAE

Warrick Godfrey
Senior Regional Marketing Director
Souq.com, UAE

Anselm Mendes
Head of Marketing
Continental Group Insurance, UAE

DAY 1

Monday, 15th May 2017

08:00 **REGISTRATION & COFFEE**

09:00 **CHAIRMAN'S OPENING REMARKS**

09:15 **KEYNOTE ADDRESS**
Next Generation CMOs: Leading in the Digital Arena by Transforming in Ways Like Never Before

- Shifting away from traditional marketing by revolutionising your current marketing strategies
- Recipe for success – inspiring your team to greatness
- Developing internal agility and versatility to better react and respond to change

10:00 **REGIONAL CASE STUDY**
The Era of Limited Spend: Establishing Cost-Effective Marketing Strategies for Better Control of Your Overall Marketing Budgets

- Enhancing decision-making processes by forecasting market trends and movements
- Leveraging on the best-in-class marketing techniques to be able to do more with less
- How do you increase and sustain sales in challenging times?

10:45 **MORNING REFRESHMENTS**

11:15 **EXPERT PRESENTATION**
Tales from the 21st Century: What Does It Take to be an Exceptional Storyteller?

- What type of stories should you create and tell?
- Mesmerising your audience through captivating messages
- Tailoring your brand's voice to match the unique GCC business landscape

12:00 **REGIONAL CASE STUDY**
Customer Dialogues: Building Powerful Relationships with Your Customers through Strategic Conversations and Effective Communications

- Connecting with your customers on a whole new level to understand their needs
- Personalising your conversations with your customers to touch hearts and minds
- Discovering ways to expand your database for higher revenue and profitability

12:45 **LUNCH**

13:45 **EXPERT PRESENTATION**

The Rise of the Content Creator 2.0: Creating Content that Converts

- Identifying good and bad content to avoid disastrous consequences
- Are your campaigns reaching out far enough?
- Gaining a competitive edge through content that fits various audience groups

14:30 **EXPERT PRESENTATION**

Steering Your Company into a Digitally Driven Future by Earning a Seat on the Executive Committee and in the Boardroom

- Strengthening your position with the executive committee to shape the future of your organisation
- Strategic advisors to the board – getting your voice heard in the boardroom
- Technological investments and funding – tips to help you get what you want

15:15 **AFTERNOON REFRESHMENTS**

15:45 **MINI THINK-TANKS**

Catalysts for Growth

- Roundtable One: Mastering Data Analytics and Measurements to Enhance Marketing Effectiveness
- Roundtable Two: Safeguarding Your Key Assets to Drive Digital Performance

17:00 **CLOSE OF DAY ONE**

DAY 2

Tuesday, 16th May 2017

08:30	REGISTRATION & COFFEE
08:55	CHAIRMAN'S OPENING REMARKS
09:00	EXPERT PRESENTATION Being at the Forefront of Social, Digital and Mobile to Achieve Marketing Excellence <ul style="list-style-type: none">▪ Overcoming challenges in the social, digital and mobile marketing space to ease implementation and adaptation▪ Effective brand positioning – working each platform to your advantage▪ What makes or breaks a social, digital or mobile campaign?
09:45	REGIONAL CASE STUDY Supercharging Your Customer Service to Increase and Maintain Brand Loyalty <ul style="list-style-type: none">▪ Driving seamless, integrated experiences across channels▪ Listening closely to your customers and responding immediately to their requests to increase customer satisfaction▪ Understanding the importance of CMOs taking on the role of Chief Customer Officers for a solid and sustainable business growth
10:30	MORNING REFRESHMENTS
11:00	EXPERT PRESENTATION Forecasting Market Trends and Analysing Buying Patterns to Strengthen Your Grip on the Market <ul style="list-style-type: none">▪ Keeping up with the market's pace of change to avoid falling behind▪ Creating the "WOW" factor for your customers by feeding them with all that they▪ What's next on the CMO agenda?
11:45	REGIONAL CASE STUDY Tricks of the Trade: Uncovering Ways to Optimise Marketing ROIs and Obtain Faster Results <ul style="list-style-type: none">▪ Living up to the expectations of the senior management by generating quicker ROIs▪ Discovering strategies to measure ROIs to maximise reach and brand exposure▪ Establishing desired outcomes of your campaigns for effective planning and goal setting
12:30	LUNCH

14:00	EXPERT PRESENTATION Utilising Marketing Technologies to Deliver Truly Individualised Experiences and Leave Top-Level Impacts on Your Consumers <ul style="list-style-type: none">▪ Successful marketing campaigns - exploring stories that leave footprints behind▪ How do you identify the best technology for your business?▪ Integrating people skills and technology to achieve the best of both worlds
14:45	REGIONAL CASE STUDY Staying in Power: Putting Yourself One Step Ahead of Your Competition through Highly Personalised, Data-Driven and Cross-Channel Campaigns <ul style="list-style-type: none">▪ Leveraging on data to build campaigns for maximum performance▪ Reaping benefits from online platforms to speed up message transfer and delivery▪ Embedding market intelligence into contextual marketing to improve customer lifetime
15:30	CHAIRMAN'S CLOSING REMARKS
15:45	END OF CONFERENCE

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 adam@acieu.net

 <http://www.acieu.net>

 **Postal Address:**
ACI Europe, 5/13 Great Suffolk Street, London, SE1 0NS

Registration Is Simple

Conference (Includes Access to All Documentation)
15th—16th May 2017

£1,595.00

Documentation Packet Only

£420.00

Please Note.

Members and customers of all supporting organisations are entitled to a discount off their conference package.

For more information please call +48 61 646 7047.

Documentation Packet Available

We are selling the MENA CMO 2017: Championing Digital Ecosystems papers at just £395 (+£25 P&P). Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting.

This important manual will be a source of invaluable reference for the future.

Who Should Attend

All ACI's events attract a targeted group of senior level executives and decision-makers from various industries. Our meetings are strictly end-user focused.

Delegates will be drawn the marketing functions across ALL industries from the following job titles:

- Chiefs
- Senior Vice Presidents / Vice Presidents
- Senior Directors / Directors
- Heads
- Senior Managers / Managers

Terms & Conditions

Payment

Payment must be received within five business days of returning the signed contract. After receiving payment a VAT receipt will be issued. If you do not receive a letter outlining details two weeks prior to the event, please contact the Conference Coordinator at ACI Europe Ltd.

Discounts are available for multiple/group bookings. Please call +48 61 646 7047 for more information.

Cancellations

Substitutions are welcome up to 24 hours prior to the event. Cancellations must be received in writing no less than 3 weeks prior to the start of the conference; a full credit voucher towards a future ACI conference will be issued. Any cancellation received less than 3 weeks prior to the start of the event shall be deemed to be a breach of this contract by client, and accordingly, no credits will be given. Cancellations must be received in writing by mail or fax three weeks before the conference. Thereafter the full conference fee is payable. If for any reason ACI Europe Ltd decides to amend, cancel or postpone this conference, the conference fee will not be refunded. Furthermore, ACI Europe Ltd will not be responsible for covering airfare, hotel or other costs incurred by registrants. In the event that ACI Europe Ltd cancel or postpone the event, ACI Europe Ltd reserves the right to transfer this booking to another conference to be held in the following twelve months, or to provide a credit of an equivalent amount to another conference within the following twelve months. The construction, validity and performance of this agreement shall be governed in all respects by the laws of England to the exclusive jurisdiction of whose courts the Parties hereby agree to submit.

Accommodation

The cost of accommodation is not included in the event fee. Preferential rates will be arranged with or near the event venue, and all confirmed delegates will be given details of how to book accommodation at this rate in due course.

About ACI

ACI, a UK owned company, has been running successful conferences in the USA since 1999. Headquartered in Chicago with offices all around the States, ACI opened its European head office at the end of 2005 and has expanded rapidly, launching a series of events in key industries including maritime, energy, oil & gas, cosmetics, chemicals & media.