

Best Practice Strategies for Weathering the Storm



October 12-13, 2009
Dubai, UAE

Solution Partner



Knowledge Partner



Association Partner



Media Partner



Introduction

Today's marketing head is faced with unprecedented challenges. The Middle East environment is unique and highly competitive, requiring a specialized approach that caters to this marketplace. Not immune from global financial concerns, subject to a highly digitalized world, and experiencing increasing bottom-line pressures, local company structure must remain forward-thinking and flexible.

The triune issues of growth, metrics and risk management must be solved through integrated PR, CRM and core marketing initiatives. Maintaining a strong and healthy company presence and a reliable, safe customer base are vital to survival. Digital marketing is the way of the future, yet many organizations lag far behind in implementation. Priorities must be managed and programs set in place that capitalizes on the company strengths.

Delivering a well-researched program made specifically for top level marketing executives, together with their key PR and communications people, CMO Middle East will home in on the key marketing and customer retention strategies for the current financial climate. Best of breed solution providers will offer private consulting sessions and industry experts from all over the world will share how they are successfully coping with issues that are also crucial to the Middle East.

REASONS TO ATTEND

- Address important issues with other top executives
- Learn about other leading global organizations' strategies
- Share your best-practice advice with others of your level
- Raise your company profile within your industry
- Network with top industry leaders
- Explore the latest cutting-edge technologies and services
- Have pre-arranged business meetings with senior officers of your potential suppliers
- Promote your personal brand through relationship building
- Source systems and solutions that will reduce costs
- Discuss issues that matter to you in an interactive event format

PARTICIPATING ORGANIZATIONS

- Jumeirah Group,
- IBM
- Ericsson
- Schlumberger
- Saudi Telecom
- Procter & Gamble
- Govt of Dubai Tourism & Commerce Marketing
- General Motors
- Aramex
- Al Futtaim Group
- PepsiCo
- Ogilvy
- Spinney's
- Tamweel
- Starwood Hotels
- Property Finder
- Social Media

ATTENDEE JOB TITLES:

- CEO, Managing Directors, General Managers, Heads, Directors, Managers and Market Research Specialists of the following:
- Marketing Research
- Brand Management / Branding
- Marketing Strategy
- Consumer Insights and Strategy
- Business Development
- Consumer Segmentation
- Channel Activation
- Future Brand Development
- Product Development
- Advertising
- Promotions
- Environment Managers
- Sustainability Managers
- Corporate Communications/ Media/ PR

FROM THESE SECTORS

- Pharmaceuticals / Healthcare
- FMCG/ Retail/ Consumer Goods
- Utilities
- Automotive
- Media
- Aviation
- Information Technology
- Telecommunications
- Banking & Finance
- Hospitality and Hotels
- Tourism
- Government

AGENDA

Day 1

- 08:00 Registration & Morning Coffee
09:00 Opening Remarks
09:15 Welcome Address by Conference Chairman
09:30 Keynote Session: Tourism Marketing "The Dubai Experience"
Hamad M. Bin Mejren, Executive Director
Government of Dubai, Department of Tourism and Commerce Marketing
10:00 Attracting the Non Buying Customer
10:30 Morning Refreshments
10:45 Market Share: Building Brands & Benchmarking
Apo Demirtas, Chief Marketing & Sales Officer
Jumeirah Group
11:30 Business Forum
12:45 Networking Luncheon
14:00 Marketing Tactics for Downturned Economies
Fadi Ghosn, Chief Marketing Officer
General Motors Middle East
14:30 Understanding the Psychology of Buying Patterns to Maintain Relevance in the Market
Mohammed Al Tajer, Senior Vice President Marketing
CITIGROUP
15:00 Afternoon Refreshments
15:30 MENA: Global Marketer Intentions & Expectations in the Region - Addressing the Complexities & Opportunities in an Emerging Market
Moderator: **Donovan Neale May**, Executive Director, **CMO Council**
Panelists: **Elie Daher**, Marketing Director, **Schlumberger Middle East**
Noah Chancellor, Senior Advisor, Strategic Marketing, **Saudi Telecom**
16:15 Business Forum
17:30 Reception

Day 2

- 08:00 Registration & Morning Coffee
09:00 Applying Analytics to Optimize Marketing Performance
Katharyn White, Vice President of Marketing
IBM Europe
09:30 Utilizing the Science of Forecasting
Lina Shehadeh, Chief Marketing Officer
Aramex
10:00 Morning Refreshments
10:30 Guerilla Marketing : Cost Cutting Solutions to Protect Your Budget
Yolanda Delpont, General Manager, Marketing
Al Futtaim Group
11:00 Digital Marketing : The World Wide Web and Beyond
Jeremy Foster, Director of Marketing
Ericsson AB
11:30 Mobile Technologies That Will Impact Every Segment of Your Business
Michael Wehrs, President
Mobile Marketing Association
12:00 Business Forum
13:30 Networking Luncheon
14:45 The Social Networking Phenomenon and its Far Reaching Benefits
Surya Yalamanchili, Head of Product Marketing
Social Media
15:15 Afternoon Refreshments
15:45 Panel Discussion: Technology and Competitive-Edge Thinking
16:30 End of Summit



REGISTRATION FORM

Please sign, scan and e-mail back to:
(or Fax back to 971 4 325 1090)

Company Details

Company Name:

Nature of Business:

Address:

Tel:

No. of Employees:

Website:

Delegate Details

Name:

Position:

Direct Tel:

Mobile:

Email:

Terms & Conditions

Fees: are inclusive of programme materials, refreshments, luncheons, awards dinner and supplementary documentation

Meetings: As part of the benefits of this networking event, client agrees to a minimum of 4 pre-scheduled business meetings with senior titled officers from companies of the client's choice.

Payment Terms: Following completion and return of the registration form, full payment is due and payable. Payment to be made in USD or equivalent.

Cancellations: Cancellations must be received in writing and are subject to the following charges: Cancellations received more than 3 months before the date of the booked event will be charged at 50% of the original price listed on this document. Cancellations received less than 3 months before the date of the booked event will be charged at 100% of the original price listed.

Substitution: Substitutions at no extra charge up to 14 days prior to the event are allowed, provided that the substitute is of equal or equivalent designation and responsibility.

Confidentiality: All intellectual property rights or personal information contained in materials produced or distributed by Artaaj in connection with this event, are expressly reserved and any unauthorized duplication, publication or distribution is prohibited, except for internal training purposes.

Note: While ever reasonable effort will be made to adhere to the advertised package, Artaaj reserves the right to change event dates, site or location or omit certain event features as it deems necessary, without penalty. In the event that Artaaj must permanently cancel the event for any reason, including force majeure occurrence, the client shall receive a full refund for the amount paid as registration. Artaaj is not liable for airfare, hotel, or other additional related costs incurred by the client.

Fee:

- 2-Day Pass (Until 31st July 2009) : USD 995
 2-Day Pass : USD 1395
 Documentation Only : USD 500

Fees are inclusive of all refreshments, luncheons, special Awards dinner, all related documentation and any other organized summit activities.

Payment Information

Payment may be made by either cash, cheque or bank transfer:

Cheques to be made payable to: Artaaj Events, P.O.Box 49525, Dubai, UAE

Bank transfer: Emirates Bank International, KSC Branch, Dubai, UAE

Account #: 0067 – 314001 – 001 Swift Code: EBILAEAD

Authorization

Signature: X_____

Date: _____