

# MARKETING KINGDOM CAIRO 3

15 - 16 OCTOBER, CAIRO

ORGANISED BY

**P W O R L D**

PLATINUM SPONSOR



a Choueiri Group Brand

EXCLUSIVE EVENT PARTNER



OFFICIAL MARKETING PORTAL



MEDIA PARTNERS



# MEET YOUR NEW MARKETING FRIENDS



**ELIE ABOU SALEH**  
Commercial Director



**MOUSTAFA ISMAIL**  
Regional Director - Solutions



**ANDRE VAN NIEKERK**  
Digital Marketing & eCommerce  
Manager



**CHRISTIAN ANDERSEN**  
Director, Portfolio Marketing,  
Middle East and Africa



**BASSEM ELHADY**  
CEO



**SARA METWALLY**  
Head of Starcom



**TAMER ALPHONSE**  
Industry Manager, Telecom  
sector in Egypt, North Africa &  
Qatar



**PIERANDREA QUARTA**  
Head&Shoulders, Global  
Digital Brand Manager



**SIMON JENKINS**  
Global Head Of Social Media



**IAN MANNING**  
Head of Agencies Middle  
East, North Africa & Pakistan



**PRIYA PATEL**  
Brand Development Lead



**ISLAM ELDESSOUKY**  
Head of Integrated Marketing Communications



**JAMAL AL MAWED**  
Regional Public Relations And Corporate  
Communications Manager, Middle East,  
Africa and South America



**AMAL HOMOSANY**  
General Manager



**AHMED ABBAS**  
Founder and CEO



**MARIAN MAKARY,**  
Marketing and Communications Expert  
Former Head of Communications,  
**Orange Egypt**



**AMR EL KALAAWY**  
General Manager



**HEBA GABALLA**  
Head of Marketing,  
Communications & CSR



**HUSSEIN DAJANI**  
General Manager Marketing,  
Middle East, Africa and India



**ANIA JAKUBOWSKI**  
Leadership Expert and Former  
General Manager



**AHMED EMAD**  
Media Manager - Mashreq,  
Mondelēz International



**DANIEL KERZNER**  
Vice President Marketing &  
Global Explorer

# THE MARKETING KINGDOM IN NUMBERS

**12,109**

Marketing and branding professionals have attended the Marketing Kingdom since our first event in March 2012.

**5000+**

Companies have sent delegates at the event.

**341**

Media outlets have reported on the Marketing Kingdom

**212**

Speakers have presented at the event from Superbrands such as Facebook, Twitter, Yahoo!, BBC, Tumblr, Coca-Cola etc.

**86**

Companies have sponsored the Marketing Kingdom around the world.

**12**

Countries have hosted the Marketing Kingdom, including Croatia, Serbia, Albania, Azerbaijan, Georgia, Qatar, Morocco, Jordan, Iran, Lebanon and Egypt.

## OUR GLOBAL NETWORK



# DAY ONE

15<sup>TH</sup> OCTOBER 2017

- 
- 09.00** Registration And Morning Coffee
- 
- 10.00** Chairman's Opening Remarks
- 
- 10.15** **Opening Keynote Presentation By Moustafa Ismail, Regional Director – Solutions, DMS**
- 
- 10.45** **Opening Interactive Panel Discussion: The Role of Agencies in Driving the Digital Revolution**
- Bassem Elhady**, CEO, **Kijamii**  
**Amal Homosany**, General Manager, **Initiative Media**  
**Ahmed Abbas**, Founder and COO, **DigiSay**  
**Amr El Kalaawy**, General Manager, **FP7/CAI**  
**Ahmed Emad**, Media Manager – Mashreq, **Mondelēz International**
- 
- 11.30** Networking And Refreshment Break
- 
- 12.00** **What Kind of Content Makes Sense on a Mobile Device vs. the Content Marketing Being Published Online**
- Ian Manning**, Head of Agencies, Middle East, North Africa and Pakistan, **Facebook**
- 
- 12.30** **Instagram Marketing Tips for Better Content Marketing**
- Priya Patel**, Business Development Lead, Middle East, Turkey And Africa, **Instagram**
- 
- 13.00** Interactive Discussion With Speakers And Delegates
- 
- 13.30** Lunch For Speakers And Delegates
- 
- 14.30** **Unleash the Power of Cognitive Marketing to Deepen Customer Connections, Grow Brand Value and Fuel Strategic Growth**
- Christian Andersen**, Director, Portfolio Marketing, Middle East and Africa, **IBM**
- 
- 15.15** **Using Technology to Tell Your Brand Story: Engage Your Audience Instead of Shouting at Them**
- Tamer Alphone**, Industry Manager, Telecom sector in Egypt, North Africa & Qatar, **Google**
- 
- 15.45** **Challenges of Staying Abreast Of The Technology Opportunities, And Prioritizing Appropriately**
- Andre van Niekerk**, Head of eCommerce & Digital Marketing, **Nestlé Nespresso Middle East, Africa & Caribbean**
- 
- 16.15** **Audio is Not Dead: Why Brands Should Tune In to Audio Marketing**
- Elie Abou Saleh**, Commercial Director, **Anghami**
- 
- 16.45** Interactive Discussion With Speakers And Delegates
- 
- 17.00** End Of Day One
- 



# DAY TWO

16<sup>TH</sup> OCTOBER 2017

**09.00**

Registration And Morning Coffee

**10.00**

**Opening Discussion: Women in Marketing- Where Are We and Where We Need to Be**

**Sara Metwally**, Head of Starcom, Starcom, **MediaVest Group**  
**Marian Makary**, Former Head of Communications, **Orange Egypt**  
**Heba Gaballa**, Head of Marketing, Communications & CSR, **Bank Audi**

**10.45**

**To be a Great Marketer You Have to be a Great Leader**

**Ania Jakubowski**, Leadership Expert and Former General Manager, **Coca-Cola**

**11.15**

**From Story-Telling to Story-Showing and from Sharing Content to Sharing Experiences**

**Jamal Al Mawed**, Regional Head of Corporate Communications in Middle East, Africa and Latin America, **Rolls-Royce Motor Cars**

**11.45**

Interactive Discussion With Speakers and Delegates

**12.15**

Lunch For Speakers And Delegates

**13.15**

**Tailoring Your Content And Approach Per Platform And Audience Type To Remain Fresh And Engaging Whilst Ensuring You Meet Your Marketing Aims**

**Simon Jenkins**, Global Head Of Social Media, **Socialyse**

**13.45**

**Storytelling Across Multiple Devices: What Works, What Doesn't?**

**Pierandrea Quarta**, Global Digital Brand Manager, Head & Shoulders, **Procter & Gamble**

**14.15**

**Branding in the Age of Social Media**

**Hussein Dajani**, General Manager Digital Marketing for Africa, Middle East and India, **Nissan**

**14.45**

Interactive Discussion With Speakers and Delegates

**15.15**

Networking And Refreshment Break

**15.45**

**Creating A Successful Agency/Client Relationship**

**Islam Eldessouky**, Head of Integrated Marketing Communications, **Coca-Cola Middle East**

**16.15**

**Giving Your Customers What They Want, by Knowing What They Want**

**Daniel Kerzner**, Former VP Global Marketing, **Starwood Group**

**16.45**

Closing Discussion With Speakers And Delegates

**17.00**

End of Marketing Kingdom Cairo 3



# SOME OF THE COMPANIES THAT HAVE ATTENDED THE MARKETING KINGDOM CAIRO

---

A Digital Boom  
Abu Dhabi Islamic Bank  
ACME  
Aegis Media  
Afreximbank  
Akhnaton Trading and Distribution - Eva Cosmetics  
ALEXBANK  
Al-Futtaim  
American University Cairo  
Andalusia Group  
Anghami  
Arab African International Bank  
BAYT  
Carrefour  
CEMEX Egypt  
Coca-Cola  
Connect Ads  
DMS member of Choueiri Group  
Easy Taxi Egypt  
Edita Food Industries  
El Ezaby Pharmacy  
El Safeer Falcon Pack Egypt  
Eskan Bank  
Eye of Riyadh  
Facebook  
FP7  
Gourmet Egypt  
Hug Digital  
IMFND  
Impact BBDO  
InterContinental Cairo  
CityStars

Initiative  
Kijamii  
Landmark Group  
MADA Masr Media  
Magna Global  
Masrawy  
MEC  
Media Republic  
Mediair  
Memphis Tours  
Moheet Internet Group  
Mondelez  
Nielsen  
OPPO Egypt  
OMD Egypt  
Palm Hills Developments  
Pirelli Tires (Alexandria Tire Company)  
PromoMedia  
Premier Consulting  
Sanofi  
Steigenberger Resorts  
Talal Abu-Ghazaleh Organization  
Think Marketing Magazine  
Titan Cement  
Twitter  
Unilever  
Universal Media  
Vezeeta - DrBridge  
Victory Link  
Vodafone  
Zenith

# CHECK THE ATMOSPHERE AT THE MARKETING KINGDOM CAIRO



# GET NOTICED! BOOK ONE OF OUR EXCLUSIVE SPONSORSHIP PACKAGES!

Over 80 companies have sponsored or exhibited at the Marketing Kingdom events around the world.

At P World we are all about creating unique experiences for our customers. By supporting our event you will be in direct contact with your target market and generate business for your organization.

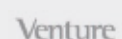
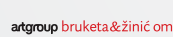
As a sponsor you will benefit from a dedicated PR campaign in the build up to the event and our unparalleled direct marketing campaign where your solutions are promoted extensively across the region through targeted e-shots, hard copy mailings and our experienced telemarketing team.

At the event itself our job is to personally introduce you to senior buyers, influencers and decision makers through pre-arranged one to one meetings, networking events and keynote speaking opportunities.

We have an experienced and thoroughly professional team here that will ensure we generate real ROI for your company.

For more information on how you can get involved at the Marketing Kingdom Warsaw as an exhibitor or a sponsor, please email Kosta Petrov, Director, Marketing Kingdom at [kosta.petrov@thepworld.com](mailto:kosta.petrov@thepworld.com)

## SOME OF THE COMPANIES THAT HAVE SPONSORED THE MARKETING KINGDOM EVENTS AROUND THE WORLD:





# WHAT THE GLOBAL PR AND MARKETING ELITE IS SAYING ABOUT OUR EVENTS

---



**Serhad Bolukcu**  
Facebook

*" Thank you so much for having me. It was a pleasure and what a great group of speakers you had as well. "*

---



**Massimo Sangiovanni**  
Motorola Solutions

*" I enjoyed the conference and networking. "*

---



**Karen Carter**  
Microsoft

*" Amazing event! I had a great time and was able to meet some fantastic people. You all do a stellar job. "*

---



**Yasmin Alahmad**  
Digital Consultant Hill  
Knowlton Strategies UAE

*" Honestly this was one of the best summits I have ever attended, and yes we made new great friends/peers. "*

*Looking forward meeting you again soon. "*

---



**Sonja Briffett**  
Henkel Beauty Care

*" Thanks again for a wonderful event! Well organized and great guest speakers "*

---



**Madlen Nicolaus**  
Salesforce

*" It was a great experience again and thanks again for the perfect organization. "*

---



**Irina Pashina**  
SAP Marketing

*" It's an honor and pleasure to be part of the P. family and I am happy I could contribute to what was an amazing marketing conference! "*

---



**Steffen Ruebke**  
Henkel Beauty Care

*" Many thanks also from my side for the great "experience" - it was great to visit such an amazing country, attend such an inspiring seminar and conduct more online/tv interviews per day than ever before. "*

---



**Burak Ergenoglu**  
Sanofi

*" It has been a pleasure for me to speak at your very well organized event. Thank you very much for you and the team members for your professionalism and being a good host. "*

---




**Dana Kabbani**  
EMI Music


*" I really enjoyed the meeting - everything was organized perfectly, smart and nice speakers, impressive location "*


---

# PRICING

## FOUR WAYS TO REGISTER

 +38925111350

 PWorldGlobal  
Naum Naumoski Borce 50/2-11  
1000 Skopje, Macedonia

 register@theworld.com

 www.theworld.com

## SAVE

# 10%

■ 6 - 7 participants

## CALL

**+38925111350**  
**For More**  
**Information**

REGISTER BEFORE SEPTEMBER 1ST	REGISTER BETWEEN SEPTEMBER 2ND AND SEPTEMBER 30TH	REGISTER AFTER SEPTEMBER 30TH
<b>US\$ 299.-</b>	<b>US\$ 399.-</b>	<b>US\$ 499.-</b>

## SIGNIFICANT SAVINGS

For further information on current promotions and Group Discounts please contact Anna Nikaljevic at +3892 5 111 350 or [info@theworld.com](mailto:info@theworld.com)

All registrations are subject to our terms and conditions which are available at [www.theworld.com](http://www.theworld.com). Please read them as they include important information. By submitting you registration you agree to be bound by the terms and conditions in their entirety .

## Payments

An invoice will be sent upon receipt of your registration. Please note that full payment must be received 3 days after the issue of the invoice.

You can pay by bankers draft in US\$, EUR or with a credit card through our e-payment system. Please note that that all major credit cards except American Express are accept. Entry to the Event will be refused if payment if not received prior to the event.

## DELEGATE DETAILS

Name: .....  
Job Title: ..... Email: .....  
Tel: ..... Fax: ..... Mobile: .....

Name: .....  
Job Title: ..... Email: .....  
Tel: ..... Fax: ..... Mobile: .....

## Cancellation

All purchases of tickets for P World conferences and events are non-refundable in their entirety, after the 7 day cooling off period. Any Refund Processed is subject to EUR 50 transaction fee. Substitutes are welcomed at any time.

## COMPANY DETAILS

Company: .....  
Address: .....  
Postcode: ..... Country: .....  
Tel: ..... Fax: .....  
No. of employees on your site:  
1000+ ■ 500-999 ■ 250-499 ■ 50-249 ■ 0-49 ■  
Nature of your company's business: .....  
 YES, I would like to receive information about future events & services via e-mail .....

## Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact Irena on our Hospitality Desk for assistance on

Tel: +38925111350  
Email: [anna@theworld.com](mailto:anna@theworld.com)

To assist us with future correspondence, please supply the following details:

Name of the Department Head: .....  
Department: ..... Mobile: ..... Email: .....  
Training Manager: .....  
Department: ..... Mobile: ..... Email: .....  
Booking Contact: .....  
Department: ..... Mobile: ..... Email: .....