

VIDXB

FRIDAY 8 DECEMBER 2017

MAIN STAGE

10:00 AM	10:00 AM – 10:30 AM Cooking With Chef Samar Chef Samar
11:00 AM	10:30 AM – 11:00 AM Q&A Noor Stars Hassan Alsheikh - Moderator
12:00 PM	11:00 AM – 11:30 AM Let's Play KSI Layne Redman - Moderator
1:00 PM	11:30 AM – 12:15 PM Diwan Spotlight Diwan
2:00 PM	12:30 PM – 1:00 PM YouTube Keynote Diana Baddar (Head of YouTube Partnerships - MENA & Turkey, Google) Omar Hussein
3:00 PM	1:00 PM – 1:15 PM Iftah Ya Simsim and YouTube Partnership Tarek Abdalla (Regional Head of Marketing - Middle East and North Africa) Dr. Cairo Arafat (Managing Director for Bidaya Media and Iftah Ya Simsim)
4:00 PM	1:15 PM – 1:30 PM Screening Saudi Reporters
5:00 PM	1:30 PM – 2:00 PM Keynote Casey Neistat
7:00 - 10:00 PM	2:00 PM – 2:45 PM UTURN Spotlight UTURN
	2:45 PM – 3:15 PM #NoFilter - The Ins And Outs Of Beauty Content Nuha Style, Esswara, Shahad Imad, YoTips Graziella Kamel - Moderator
	3:15 PM – 4:00 PM How I Turned Gaming Into A Career MJRMGames, PlayAway, DvIStation, 25KLOoODE Ahmed AlNasheet - Moderator
	4:00 PM – 4:30 PM في السفر , فلها! Omar Farooq
	4:30 PM – 5:15 PM Q&A Conor Maynard (Musician) Thabit Al Mawaly - Moderator
	5:15 PM – 6:00 PM Sneak Peek Of "Follow Me" Asri Bendacha (Director)
	7:00 PM Concert Series Sandra Sahi, Mohamed AlShehhi, KSI, And Conor Maynard

CREATOR SESSIONS

10:00 AM – 10:45 AM	A Deep Dive With YouTube Jad Esber (YouTube Partner Manager - MENA, Google)
10:45 AM – 11:15 AM	How Twitter Supports Creators In Monetizing Their Creative Content Kinda Ibrahim (Director of Media Partnerships for MENA, Twitter) Joana Jamil (Associate Media Partnerships Manager for MENA, Twitter) Anas Bukhash (Entrepreneur / Motivational speaker)
11:15 AM – 12:00 PM	Making Music Work For You In Online Videos: A How-To Session On Issues Faced By Content Creators Erika Savage (Senior Vice President, Strategic Development, Interscope)
12:00 PM – 12:30 PM	Fireside Chat: Casey Neistat Casey Neistat Peyman Al Awadhi - Moderator
12:30 PM – 1:00 PM	My Journey Building متج عقلك Khaled Hashem Mohammad Fattal - Moderator (CEO & Founder, Alfan)
1:00 PM – 1:45 PM	Growing Your YouTube Subscriber Base - Tips And Tricks From The Pros TIGGEEr, Mmshaya Graziella Kamel - Moderator
1:45 PM – 2:15 PM	Improving The Sound Quality Of Creators' Productions Richard Lackey (Sennheiser)
2:15 PM – 2:45 PM	Yalla Feed Bahaa Moussalli (Co-Founder CMO, STEP Group)
2:45 PM – 3:30 PM	The Facebook Workshop For Creators: Facebook Video For Creators And Growing Your Audience Sara Abu Zahra (Head of Strategic Media Partnerships for Entertainment in the MENA & Turkey, Facebook & Instagram) Julie Bogaert (Emerging Talent, Europe - Facebook)
3:30 PM – 4:00 PM	Fireside Chat: Lele Pons Lele Pons Priti Malik - Moderator
4:00 PM – 4:45 PM	YouTube Social Impact Content Maha AJ, Fly With Haifa, Anas Iskander, Thunayyan Khalid Jad Esber (YouTube Partner Manager - MENA, Google)
4:45 PM – 5:15 PM	Uncovering Lost Royalties You Never Knew Existed Mohammad Fattal (CEO & Founder, Alfan)
5:15 PM – 5:45 PM	Fireside Chat: Hannah Stocking Hannah Stocking Maha AJ - Moderator
5:45 PM – 6:30 PM	In5 Pitch Night And Networking Event In5

INDUSTRY SESSIONS

10:00 AM – 10:30 AM	#MyDubaiNewYear Emaar Twitter Global Livestream Alaa Shabib (Emaar)
10:30 AM – 11:15 AM	Media for a Cause Kaswara Al Khatib (CEO, UTURN)
11:15 AM – 11:45 AM	In Only 10 Years Time: How Mobile, AI And VR Will Transform Our Lives Jonathan Labin (Managing Director Middle East, North Africa & Pakistan at Facebook)
11:45 PM – 12:30 PM	The Future Of Talent Representation & Pricing Influencer Deals (Going Beyond CPMs) In MENA Mohammad Fattal (CEO & Founder, Alfan) Moktar Larbi (Alfan)
12:45 PM – 1:30 PM	Social Media Storytelling: Why You Can't Afford To Get This Wrong Tim Baker (Managing Partner and Co-Founder, Hug Digital)
1:30 PM – 2:15 PM	10 Fundamentals Of Content Creation Tanya Khoury (YouTube Partner Manager - MENA, Google)
2:15 PM – 3:00 PM	Forging A Trust Relationship Between Brands And Creators Alex Malouf (Corporate Communications Manager Arabian Peninsula, Procter and Gamble) Max Of Arabia
3:00 PM – 3:30 PM	Using Vimeo For Short Form Content Jeffrey Bowers (Senior Curator at Vimeo)
3:30 PM – 4:00 PM	Understanding Your Audience: How Social Media And The Stylized Life Impacts Teens Sarah Rasmi (Psychologist)
4:00 PM – 4:45 PM	Fireside Chat: John Shahidi, Shots Studios John Shahidi (Co-Founder & CEO of Shots Studios) Kim Kelaita - Moderator
4:45 PM – 5:15 PM	Fireside Chat: Rob Newlan Rob Newlan (Chief Executive Virtue Worldwide EMEA) Kim Kelaita - Moderator

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SATURDAY 9 DECEMBER 2017

MAIN STAGE

10:00 AM

10:00 AM – 10:30 AM
Arab Female Comedic Voices
Hatoun Al Kadi, Darin Al Bayed
Maitha Buhumaid - Moderator

11:00 AM

11:00 AM – 11:45 AM
Alfan Spotlight
Alfan

12:00 PM

12:00 PM – 12:30 PM
Live Improv with Punny Pun Times

1:00 PM

12:30 PM – 1:00 PM
KEYNOTE: Bridging the world closer together, with Facebook Video
Khalid Al Ameri

2:00 PM

1:00 PM – 1:30 PM
Beyond Beauty: How To Diversify Your Content
Safa Srour, Ranoy7, Narin Beauty
Maitha Buhumaid - Moderator

3:00 PM

1:30 PM – 2:15 PM
How To Make Amazing Collaborative Content
Lele Pons, Inanna Sarkis, Hannah Stocking, Anwar Jibawi (Shots Studios)
Kris Fade - Moderator

4:00 PM

2:15 PM – 3:00 PM
Passport Please! Tales From The Travel Vloggers
Fly With Haifa, Omar Farooq, Anas Iskander, Peyman Al Awadhi
Maha AJ - Moderator

5:00 PM

3:15 PM – 3:45 PM
The End Of The Screen And The Future Of Media
Dr. Noah Raford (Chief Operating Officer, "Futurist-in-Chief" at the Dubai Future Foundation)

7:00 - 10:00 PM

3:45 PM – 4:15 PM
Gulf Gamers Let's Play
TMFaisal, Nar7rrag, Iiklay, Mjrmgames
Ahmed Alnasheet - Moderator

4:45 PM – 5:30 PM
Full House: How Much To Share As A Family Vlogger
Mmoshaya, Khaled & Safa
Hassan Alsheikh - Moderator

5:30 PM – 6:00 PM
I Dare You: How Challenge Videos Get Made
Rakan Suleiman, TIGGEEr, Iikay, 1TED, Badoor,
Hassan Alsheikh - Moderator

7:00 PM
Concert Series
KSI, Sons Of Yusuf, Layali Diwan Variety Show

CREATOR SESSIONS

10:00 AM – 10:45 AM
When Can I Quit My Day Job? Becoming A Professional YouTube Creator
Lowi Sahi, Mmoshaya, Fahad Sal
Hala Ajil (YouTube Partner Manager – MENA, Google)

10:45 AM – 11:30 AM
Content That Transcends On Instagram
Sara Abu Zahra (Head of Strategic Media Partnerships for Entertainment in the MENA & Turkey, Facebook & Instagram)

11:30 AM – 12:15 PM
How To Grow Your Brand Through Premium Content
Laila Murad, Dylar
Graziella Kamel - Moderator

12:30 PM – 1:00 PM
Will You Be My Partner? The Power Of Integrated, Digital Brand Partnerships
Fly With Haifa
Dana Adhami (Disney Digital)

1:00 PM – 1:45 PM
Crossing Geographic Borders: Growing Your Audience Outside The MENA Region
Noor Stars, YoTips
Graziella Kamel - Moderator

1:45 PM – 2:15 PM
Know Your Rights For Content Creators
Philip Alberstat (Chief Operating Officer, Contend)

2:15 PM – 3:00 PM
How Much Content Is Enough? How To Program Sustainably
Suyemi, Khalaf Zone, Lowi Sahi

3:00 PM – 3:45 PM
Vice: Young Arab Voices Survey Of MENA
Aws Al-Jezairy, Ciaran Bonass (VICE)

3:45 PM – 4:15 PM
Arab American Voices
Inanna Sarkis, Anwar Jibawi
Fly With Haifa - Moderator

4:15 PM – 4:45 PM
High Octane: Motor Sport Content Creators
Arab GT, Ali Al Hamoudi, Hassan Kutbi, Hattan Kutbi

INDUSTRY SESSIONS

10:00 AM – 10:30 AM
How Digital Content Can Drive Real World Sales
Michel Chahda (Head of Sales, Diwan)

10:30 AM – 11:00 AM
Success Stories: Publisher Monetization Trends On Twitter
Kinda Ibrahim (Director of Media Partnerships for MENA, Twitter)
Anas Abbar (CEO and co-founder of 7awi.com)
Nour Al Masri (Sayidaty.net)
Marwan Saab (General Manager, Advance Digital Media)

11:00 AM – 11:30 AM
From Creator To Entrepreneur With Wamda Capital
Khaled Talhouni (Managing Partner Wamda Capital)
Elias Mouwad (Chief Growth Officer, Kharabeesh)

11:30 AM – 12:00 PM
The Speed of Feed
Ari Kesiosoglu (Regional Director Africa, Middle East & Turkey, Facebook)

12:00 PM – 12:30 PM
Social Media – The Currency For Digital Transformation
Irfan Verjee (Vice President Digital Business Solutions, Sprinklr)

12:30 PM – 1:15 PM
Creating Content For The Platform, Why TV Ads Don't Translate
Alex Brunori (Head of Creative Agencies – MENA, Google)

1:15 PM – 1:45 PM
Premium, Medium Form: go90 Ivana Kirkbride
Ivana Kirkbride (Chief Content Officer, GO90)

1:45 PM – 2:30 PM
The Complicated Future Of E-Sports
Lee Rawles (Vice President Business Affairs at Electronic Arts)
John Lacey (Managing Director of Power League Gaming)
Saif Haddadine (NASR Esports)

2:30 PM – 3:00 PM
Sons Of Yusuf And Their Work With Brands
Sons Of Yusuf
Katie Fielder - Moderator

3:15 PM – 3:45 PM
Instagram Location Stories – Next Frontier In Location-Based Marketing
Ahmed Younis (Creative Shop Lead for Middle East, North Africa & Pakistan at Facebook)

3:45 PM – 4:30 PM
The Evolution Of Social Commerce
Hessa Al Joker (Fashion designer)
Tariq Sanad (Chief Financial Officer at fetchr)
Arwa Al Banawi (Designer)
Katie Fielder - Moderator

4:30 PM – 5:15 PM
In Conversation With BuzzFeed
Andrew Gauthier (Head Of Global Strategic Projects for BuzzFeed Entertainment Group)
Peyman Al Awadhi - Moderator