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# MARKETING & INNOVATION SUMMIT '24

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# MARKETING & INNOVATION SUMMIT '24

**3RD EDITION**

**27 MAY 2024**

**SEMIRAMIS INTERCONTINENTAL CAIRO  
CLEOPATRA BALLROOM**

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**27TH OF MAY, 2024**



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**DR. MOHAMED KESSEBA**



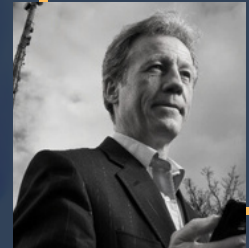
CEO RightShift Consulting

**OMAR HIKAL**



CEO The Brand Company

**PR SMITH**



TEDx speaker, Integrated Digital Marketing, SOSTAC® Planning Framework

**SHAHIRA AKL**



Chief People and Marketing Officer, Tarek Nour Communications

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Founder 9Dotz Consulting

**KARIM KHALIFA**



Founder and CEO Working Wonders Consulting

**MOATAZ KOTB**



Founder and Managing Partner, CultArk and Cultiv Ventures

**HISHAM KHALIL**



CEO Engagmic Media  
CEO Content Ventures

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## Sponsorship Packages Tables Tickets

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## DIAMOND PACKAGE (150K EGP)

**VIP TABLE WITH COMPANY LOGO  
(INCLUDING 10 COMPLIMENTARY TICKETS)**

**SOCIAL MEDIA COVERAGE**

**LOGO PLACEMENT ON ALL PROMOTIONAL MATERIAL  
THOUSANDS OF MASS EMAILING CAMPAIGNS WITH YOUR  
COMPANY'S LOGO**

**BACKDROP LOGO PLACEMENT**

**EXHIBITOR TABLE IN NETWORKING AREA**

**ROLLUP PLACEMENT OUTSIDE & INSIDE THE EVENT HALL  
7 DISCOUNTED EXTRA TICKETS (30% DISCOUNT)**

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## GOLD PACKAGE (100K EGP)

**VIP TABLE WITH COMPANY LOGO (INCLUDING 6 COMPLIMENTARY TICKETS)**

**SOCIAL MEDIA COVERAGE**

**LOGO PLACEMENT ON ALL PROMOTIONAL MATERIAL**

**THOUSANDS OF MASS EMAILING CAMPAIGNS WITH YOUR COMPANY'S LOGO**

**LOGO PLACEMENT ON BACKDROP**

**EXHIBITOR TABLE IN NETWORKING AREA**

**ROLLUP PLACEMENT OUTSIDE EVENT HALL**

**5 DISCOUNTED EXTRA-TICKETS (25% DISCOUNT)**

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## SILVER PACKAGE (70K EGP)

**VIP TABLE WITH COMPANY LOGO  
(INCLUDING 3 COMPLIMENTARY TICKETS)**

**SOCIAL MEDIA COVERAGE**

**LOGO PLACEMENT ON ALL PROMOTIONAL MATERIAL**

**THOUSANDS OF MASS EMAILING CAMPAIGNS WITH YOUR  
COMPANY'S LOGO**

**LOGO PLACEMENT ON THE BACKDROP**

**EXHIBITOR TABLE IN NETWORKING AREA**

**ROLLUP PLACEMENT OUTSIDE THE EVENT HALL**

**3 DISCOUNTED EXTRA TICKETS (20% DISCOUNT)**

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## COMPANY TABLE

**BOOK YOUR COMPANY TABLE NOW TO  
THE BIGGEST MARKETING EVENT THIS YEAR!**

### **EACH TABLE WILL RECEIVE:**

- 7 SUMMIT TICKETS: 3K EGP PER TICKET
- PRIORITY SEATING
- COMPANY FLAG PLACEMENT
- FREE CONSULTATION SESSION WITH OUR EXPERTS

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## TICKETS

**BOOK YOUR SEAT TO THE  
THE BIGGEST MARKETING EVENT THIS YEAR!**

- **EARLY BIRD TICKET: 3,500 EGP PER PERSON  
(PAYMENT BEFORE 20 MARCH 2024)**
- **BUNDLE OFFER 3 TICKETS (3RD 50% OFF) - TOTAL  
10,000 EGP FOR 3 PERSONS**
- **GROUP OF 5 PARTICIPANTS TICKET PRICE: 3,200 EGP  
PER PERSON**
- **ORIGINAL & ON-DOOR TICKET: 4,000 EGP PER  
PERSON**

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## AGENDA

### MARKETING - UNLOCKING NEXT: KEEPING MARKETING FOCUSED IN A WORLD OF CONFUSION

- WHAT TO STOP, WHAT TO START, AND WHAT TO CONTINUE
- GETTING A WIDER ORGANIZATIONAL BUY-IN: MOVING FROM MARKETING VS TO MARKETING AND – A CULTURE OF COLLABORATION AND CO-ELEVATION
- FROM MARGINAL TO MAINSTREAM: HOW BUSINESSES, MARKETERS AND ENTREPRENEURS CAN CONFRONT AND EMBRACE NEW UNCERTAINTIES AND BEHAVIORAL CHANGES
- MARKETING ON TIGHT BUDGETS – INFLATION AND RECESSION

### MARKETING LEADERSHIP: LEADING VS DOING

- WHY LEADERSHIP IS NOW THE STRONGEST MARKETING SKILL
- WHAT MAKES AN INSPIRING MARKETING LEADER
- FOSTERING COLLABORATIVE CONNECTIONS

### BRAND LANGUAGE FOR HUMANS

- BRANDS IN THE AGE OF CHATGPT
- CRAVING A HUMAN-CENTRIC APPROACH; HOW BRANDS NEED TO PUT PEOPLE FIRST
- TELLING YOUR BRAND STORY FROM THE INSIDE OUT
- REBRANDING: TO REBRAND OR NOT TO REBRAND - THAT IS THE QUESTION

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## AGENDA

### BETTER BRIEFS FOR BETTER OUTCOMES – A CRITICAL MARKETING ISSUE

- TACKLING ISSUES OF INEFFECTIVE BRIEFS
- BEST PRACTICE – A GLOBAL VIEW
- THE LINK BETWEEN MARKETING STRATEGY AND CREATIVE BRIEFS
- THE MINIMUM VIABLE BRIEF

### AI IN MARKETING: FROM FICTION TO FUNCTION

- LEVERAGING AI IN MARKETING – A PRACTICAL PERSPECTIVE
- AI AND THE CUSTOMER EXPERIENCE BOOST
- STORYTELLING; AI AND THE ELEVATION OF TAILORED CONTENT

- PANEL: AI IN MARKETING: FRIEND OR FOE (PANEL)

- PANEL: CMO-CEO PARTNERSHIP (FIRESIDE CHAT)

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