



## NEXT FORUM – AGENDA

### LEADING TRANSFORMATION: NEW PERSPECTIVES ON GROWTH

#### 09:40 – 09:45 WELCOME TO THE NEXT POWER BRANDS FESTIVAL

**Fahd Hamidaddin**

*Secretary General, NEXT Forum*

#### 09:45 – 10:00 THE RETAIL CONVERSATION: THE FUTURE OF RETAIL

The retail environment in Saudi Arabia is going through a transformation, with new brands and new channels proliferating fast. How do retailers manage the pace of change while delivering on core brand promises to customers?

**Mohammed Abdulaziz Alshaya**

*Executive Chairman, Alshaya Group*

Moderated by:

**Hatim Alkahily**

*General Manager (KSA), Careem*

#### 10:00 – 10:25 WHAT IS THE WORLD TELLING US?

A global perspective on the marketing industry. What new trends are emerging, and how are global events affecting brands?

**Sir Martin Sorrell**

*CEO, WPP*

Moderated by:

**Fahd Hamidaddin**

*Secretary General, NEXT Festival*

#### 10:25 – 11:15 FRESH PERSPECTIVES

In today's popular culture, branding is pervasive. The techniques and practices of branding have moved far beyond traditional channels and are now adding value in many different ways, from promoting causes to embracing audiences to creating memorable real and virtual spaces. How are brands manifested in a hyper-connected world?

**Krishanti Vignarajah**

*Founder and CEO, Generation Impact, Policy Director to former First Lady Michelle Obama*

Moderated by:

**Runaas Yusuf**

*Head of Residential Marketing, KAEC*

**Bariş Özistek**

*CEO, Netmarble EMEA*

**Bernard Khoury**

*Award-winning Architect*

#### 11:15 – 11:45 NETWORKING BREAK

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### 11:45 – 12:30 THE IMPACT OF INFOBESITY: 21ST CENTURY MARKETING

Many, if not the majority of companies have sleepwalked into the 21st century with 20th century business models, organization structures, talent, strategies, leadership styles and infrastructures. In a world in which business leaders rely on insights from 'big data' to make strategic decisions and where that data is being created at quantum speed, how does the marketing organization need to evolve to be fit for purpose in the 21st century.

**Marc de Swaan Arons**

*Chief Marketing Officer, Vemeer*

**Jean Pierre Kloppers**

*CEO, Brandseye*

**Benjamin Ampen**

*General Manager, Twitter EMEA*

**Nigel Hollis**

*Executive Vice President and Chief Global Analyst, Millward Brown*

**Panos Linardos**

*Executive Director, New York Institute of Management*

Moderated by:

**Wassim Khasoggi**

*Vice Secretary General of Operations, Economic Cities Authority*

### 12:30 – 14:00 LUNCH & PRAYER

### 14:00 – 14:25 A SUPER-SIZED KEYNOTE ADDRESS

Morgan Spurlock, the filmmaker behind "Supersize Me" and "The Greatest Movie Ever Sold" shares his experience with brand and product placement in the entertainment industry.

**Morgan Spurlock**

*Independent Film-maker*

### 14:25 – 15:10 NATIONAL & CITY BRANDING: TRANSFORMATION STARTS WITH A BRAND

Building a brand for a city or a country is very complicated as they are by design not singly minded position for one prime prospect. It's a diverse range of benefits that consolidate in a brand. There are few cities in the world that managed to transform to an iconic brand.

**Fahd Al Rasheed**

*Group CEO and Managing Director, King Abdullah Economic City*

**Hani Khoja**

*CEO & Managing Partner, Elixir Management Consultancy*

**Vadim Volos**

*Global Director, Anholt-GfK NBI/CBI Program, GfK*

Moderated by:

**Khaled Tash**

*Curator of Next Festival*

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### 15:10 – 16:00 THE DYNAMICS OF THE NEW ECONOMY

The Saudi Arabian economy is becoming more consumer focused as non-oil, private and public-listed companies move to the fore. In an era in which oil prices continue to fluctuate, how is the economy evolving to drive sustainable growth in Saudi Arabia?

#### H.E. Fahd Al Sukhait

President of Local Content and Private Sector Development,  
Council of Economic and Development Affairs

#### Rayan Qutub

CEO, Industrial Valley

#### Tal Nazir

CEO, Bupa Arabia

#### Khaled Al Jasser

CEO, Arabian Centres

#### Markus Golder

CEO, Jawwy

### 16:00 – 16:30 ASSUR PRAYER BREAK

### 16:30 – 17:15 BUILDING BRANDS ACROSS BORDERS

Long term growth means expanding outside the home nation, but stakeholders in overseas markets respond in many different ways to brands. How do companies build and adapt their brands overseas while remaining faithful to core values and attributes?

#### Dr. Khaled Al Biyari

CEO, STC

#### Eng. Rayan Fayez

CEO, Savola Group

#### Khalid Temairik

CEO, Goody

Moderated by:

#### Hadley Gamble

Anchor, CNBC

### 17:15 – 17:30 CLOSING SUMMARY

#### Fahd Hamidaddin

Secretary General, NEXT Festival

STRATEGIC PARTNER



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