



Kuwait Marketing Conference

مؤتمر الكويت للتسويق

www.kuwaitmarketingconference.com



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Time	Description	
08:00 am - 09:00 am	Registration	
09:00 am - 09:30 am	Opening Ceremony	
09:30 am - 10:00 am	Islamic Religiosity: An Influence on Overall Brand Equity Mr. Khaled Al-Ajeel Managing Director - CREDO	
10:00 am - 10:45 am	Discussing how there is a common belief that if you are using digital, then you can forget traditional marketing tools (which you can't, or shouldn't) Mr. Jonathan Henley Marketing Manager	
10:45 am - 11:30 am	The New Rules for Marketing and PR Dr. Abdullah A. Aldousari Management & Marketing Dept. Kuwait University	
11:30 am - 12:00 pm	Tea & Networking (Prayer)	
12:00 pm - 12:30 pm	How to drive superior growth using Data Analytics Mr. Tamer Montaser IT/Business strategist	
12:30 pm - 01:15 pm	Humanize your brand using social media Mr. Barry Rodrigues Head of Marketing & Product Development - Future Communications Company	
01:15 pm - 03:30 pm	Luncheon	

End of Day one

Time	Description	
08:00 am - 09:00 am	Registration	
09:30 am - 10:15 am	Mrs. Noor Faisal Al-Qatami Chief Executive Officer - Co-owner at Saveco	
10:15 am - 11:00 am	Launch: Disrupt Your Competition Mr. Khalid Al-Zanki Founder & CEO of LAUNCH	
11:00 am - 11:30 am	Marketing ReMix Mr. Anwar Al Attar Senior Marketing Executive	
11:30 am - 12:00 pm	Tea & Networking (Prayer)	
12:00 pm - 12:30 pm	Multi-Level Marketing Fact Behind The Myth Mr. Eyad Alkayyali Consultant / Trainer	
12:30 pm - 01:00 pm	Customer Value Analysis (CVA): a marketing tool for good Mr. Bedanga Bordoloi Manager - EY	
01:00 pm - 01:15 pm	Certificates Distribution	
01:15 pm - 03:30 pm	Luncheon	

End of Day Two