



AD PULSE

PRESENTS

ADVERTISING DISRUPTION

-HOW TO RE-INVENT THE AD BUSINESS-



AGENDA

- 9:00 AM** **OPENING NOTE**
- 9:30 AM** **PANEL: On The Agency Of The Future**
- 11.30 AM** **WORKSHOP 1: Content Strategy**
- 13.30 PM** **LUNCH**
- 14:30 PM** **WORKSHOP 2: INTEGRATED COMMUNICATIONS FOR STRATEGIC OUTCOMES**
- 16:30 PM** **WORKSHOP 3: EPHEMERAL CONTENT MARKETING**



SYNOPSIS

PANEL: ON THE AGENCY OF THE FUTURE

So how will **advertising agencies** evolve and ensure they continue to act in the best interests of their clients, the brands? To discuss the **future** of **agencies**, a panel discussion will take place with leading figures from the worlds of **advertising**, media and brands. They will examine some of the most pressing questions about the future of advertising and marketing and the huge disruption the Communication industry is facing.



SYNOPSIS

WORKSHOP 1: CONTENT STRATEGY

Whether you're an agency working with clients, or an in-house team working with others around your organization, getting people onboard with producing content is challenging. Thankfully it isn't all doom and gloom. Our **content** strategy **workshop** will change that by helping you get your team on track, build new skills, and prioritize projects



SYNOPSIS

WORKSHOP 2: INTEGRATED COMMUNICATIONS FOR STRATEGIC OUTCOMES

Integration has become an essential concept in marketing and communications especially with the rapid developments of new media and social media together with the improvements of traditional media.

With increased competition, marketers are looking for ways to improve the overall cost-effectiveness of their communications programmes by carefully evaluating, selecting and integrating appropriate tools to maximise their marketing budgets.



SYNOPSIS

WORKSHOP 3: EPHEMERAL CONTENT MARKETING

In today's digital environment, good content should be all about reaching and serving the right audiences. Ephemeral Content marketing is becoming more and more prominent in the digital marketing landscape. Marketers face a huge opportunity to reach a young, progressive audience by going **beyond traditional marketing** with more **ephemeral content**.

SPONSORSHIP OPPORTUNITIES

1 - TITLE SPONSOR – EXCLUSIVE PER WORKSHOP: **12.000\$**

BENEFITS:

ATL (*TREE AD*)

- 2 LEDs
- 2 FPC ArabAd + interview
- 1 week banner on arabadonline.com
- 2 x1/4 pages Al Joumhouria + interview
- 1 week banner on aljoumhouria.com
- Social Media boost (ArabAd)

MAIN EVENT (*ARABNET*)

- 5 tickets
- Profile in ArabNet Conference Booklet
- Logo on the Conference Website
- Logo on the email shot developed for the promotion of the workshop day

WORKSHOPS

- Banner
- Backdrop (behind speaker)
- Logo on Screen
- Flyers on seats
- Logo on workshop directional signage placed on main event's venue
- Sponsor mention in an article on arabnet.net covering the workshop

SPONSORSHIP OPPORTUNITIES



2 - MAIN SPONSOR – NON-EXCLUSIVE PER WORKSHOP: 5.000\$

BENEFITS:

ATL (*TREE AD*)

- 1 LED
- 2 FPC ArabAd
- 2 day banner on arabadonline.com
- 1/4 page Al Joumhouria
- 2 day banner on aljournhouria.com

MAIN EVENT (*ARABNET*)

- 3 tickets
- Profile in ArabNet Conference Booklet
- Logo on the Conference Website

WORKSHOPS

- Banner
- Logo on Screen

ADVERTISING



For your queries please contact:



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