AD PULSE PRESENTS
ADVERTISING DISRUPTION
-HOW TO RE-INVENT THE AD BUSINESS-

BEIRUT 2018
22 FEBRUARY
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.
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:

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<tr>
<th>ATL (TREE AD)</th>
<th>MAIN EVENT (ARABNET)</th>
<th>WORKSHOPS</th>
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<tr>
<td>• 2 LEDs</td>
<td>• 5 tickets</td>
<td>• Banner</td>
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<td>• 2 FPC ArabAd + interview</td>
<td>• Profile in ArabNet Conference Booklet</td>
<td>• Backdrop (behind speaker)</td>
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<td>• 1 week banner on arabadonline.com</td>
<td>• Logo on the Conference Website</td>
<td>• Logo on Screen</td>
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<tr>
<td>• 2 x1/4 pages Al Joumhouria + interview</td>
<td>• Logo on the email shot developed for the promotion of the workshop day</td>
<td>• Flyers on seats</td>
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<tr>
<td>• 1 week banner on aljoumhouria.com</td>
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<td>• Logo on workshop directional signage placed on main event’s venue</td>
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<td>• Social Media boost (ArabAd)</td>
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<td>• Sponsor mention in an article on arabnet.net covering the workshop</td>
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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 aljoumhouria.com

**MAIN EVENT (ARABNET)**
- 3 tickets
- Profile in ArabNet Conference Booklet
- Logo on the Conference Website

**WORKSHOPS**
- Banner
- Logo on Screen
For your queries please contact:

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