

المنتدى الدولي  
للاتصال الحكومي  
INT. GOVERNMENT  
COMMUNICATION FORUM

2020

POST EVENT REPORT

# CROSS-CULTURAL COMMUNICATION

HIS HIGHNESS  
**SHEIKH DR. SULTAN BIN MOHAMED  
AL QASIMI**

SUPREME COUNCIL MEMBER AND RULER OF SHARJAH



HIS HIGHNESS  
**SHEIKH SULTAN BIN MOHAMMED  
BIN SULTAN AL QASIMI**  
CROWN PRINCE AND DEPUTY RULER OF SHARJAH



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# INTRODUCTION

Under the patronage of HH Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, the Sharjah Government Media Bureau organised the ninth edition of the International Government Communication Forum, IGCF, on March 4-5, 2020 at the Expo Centre Sharjah.

The 2020 edition of IGCF replaced the one-theme method with the multipolar approach to address the challenges technology poses, and delve into how the new, emerging communication tools will improve the interaction between government organisations and the public and maximise the benefit of the topics discussed.

The shift in the forum's mechanism builds on the achievements of previous editions, and reaffirms its position as a strategic regional platform to examine the relationships between government institutions and individuals and explore ways of developing these relationships through effective communication and appropriate channels.

The IGCF's agenda focused on four pillars: 'Embedding a culture of engagement in government', 'Technology as a community enabler', 'Communication through culture', and 'Holistic well-being'.

The IGCF aimed to highlight the importance of government communication in creating optimal communication channels between governments and communities, as per clear and transparent standards and professional rules, thereby keeping up with the spirit of the age. This is in line with the vision of HH Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, which views the

human being as the focal point of development and progress.

The first pillar, 'embedding a culture of engagement in the government' focused on moving beyond the realms of one-way communication to encouraging the public to voice their opinions on various economic, social and cultural issues. The second pillar 'technology as a community enabler' explored how to maximise the benefits of social media platforms and use these for opening dialogue and serving the public. It focused also on the digital revolution and how it has enabled communities to share their ideas and opinions about the current issues.

In the 'Communication through Culture' pillar, the forum explored the role of the identity of a cultural institution in improving communication with the public. It also discussed the role of the culture in enabling peoples and communities express their ambitions and aspirations and address the world through effective communication approaches.

Through the pillar of 'holistic well-being', IGCF underscored that holistic wellbeing is the ultimate goal of government communication process and a guide for institutions to support the right cases and set their priorities for the best interest of the public.

The IGCF 2020 agenda was shaped by new and creative activities and initiatives to support its goals. These included 'Cinema Influencers', Youth Forum, 'Live 'On Air' studios, The Big Heart Foundation Platform and many others. It engaged youth in the activities in order to introduce this age group to the role of government

communication and its tools and provide them with the skills to deal with government messages. It also aimed at mobilising support for government programmes and policies by promoting a culture of interaction and better communication with the concerned segment.

The IGCF 2020 brought together distinguished Arab and international speakers including HRH Prince El Hassan bin Talal of Jordan, President and patron of the Arab Thought Forum, (who addressed the audience via video); HE Juan Manuel Santos, President of the Republic of Colombia (2010-2018); Dr Talal Abu-Ghazaleh, Founder and Chairman of Talal Abu-Ghazaleh Global; Dr Michio Kaku, Theoretical Physicist and Futurist; Irina Bokova, President of the Academy for Cultural Diplomacy, Director-General of UNESCO (2009-2017); and HE Michaëlle Jean, former Governor General and Commander-in-Chief of Canada (2005-2010) and Secretary-General of the Organisation Internationale de la Francophonie.

## RECOMMENDATIONS OF IGCF 2020

In line with the vision and aspirations of Sharjah, the ninth edition of IGCF put forth a list of 19 recommendations to bolster government communication sector.

The 19-point recommendations lay out the following:

- 01 To disseminate a culture of public opinion as a public service offered to citizens and residents; and to emphasise its significance with enhanced programmes and mechanisms that best serve the interests of the public.
- 02 To introduce a new category to the Sharjah Government Communication Award (SGCA) honouring creative experts who're dedicated to public communication.
- 03 To advocate the integration of modern communication systems in order to advance the global vision of reconciliation and peace.
- 04 To document Sharjah's government communication process in the cultural sphere at the local, regional and international levels.
- 05 To adopt advanced digital education systems and harness them for creativity and innovation.
- 06 To advance cross-cultural communication with teams of experts skilled in effectively targeting local and global audiences with messaging that emphasises successful cultural initiatives.
- 07 To encourage media outlets to host social media influencers in order to deliver key government messages and offer guidance on effective communication strategies on matters of public interest.
- 08 To foster a purposeful and ethical culture amongst youth and introduce initiatives and programmes that contribute to preserving the national identity.
- 09 To inspire and support youth to organise campaigns on social media platforms that promote awareness and enhance UAE's influence in the global public opinion arena by celebrating the nation's rich culture, traditions, ethics, history and heritage.
- 10 To suggest legislations and policies that support the development of an effective government communication system that can compete with varied information sources both at the local and international levels.
- 11 To establish an innovative government communication model for effective crisis-management.
- 12 To call on government and media stalwarts to join hands and unite efforts with the goal of introducing people to different cultures around the world and to focus on the commonalities of these cultural elements.
- 13 To call on entities or institutions to develop indicators of measuring the impact of their communication processes in enhancing positive prospects and elevating the quality of people's lives.
- 14 To adopt a corporate governance strategy and develop a code of standards to ensure the effective implementation of government communication programmes.
- 15 To ensure that all media messages are in line with the accepted ethics, values and principles of the Arab world, and to launch joint media programmes across all Arab countries.
- 16 To introduce a new category to the Sharjah Government Communication Award (SGCA) honouring the most forward-looking approach in envisaging the future of government communication. This would involve a futuristic vision of the most significant communication tools that would enable government entities in designing best case scenarios to overcome crises.
- 17 To underscore the significance of research, and to measure and track its process to ensure that government communication strategies adopt an inclusive, impactful and competitive approach.
- 18 To call on communities to introduce concerns of refugees and displaced peoples in the government communication programmes and facilitate the participation of refugees in global events and forums so that their voices and ideas are heard across the world.
- 19 To adopt the inspiring stories of refugees and transform them into models of success for facing and overcoming challenges.

CROSS-CULTURAL COMMUNICATION

# THE OPENING CEREMONY OF IGCF 2020

MARCH  
مارس 4





HH Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, witnessed the opening of the ninth edition of the International Government Communication Forum (IGCF), in the presence of HH Sheikh Abdullah bin Salem bin Sultan Al Qasimi, Deputy Ruler of Sharjah; Sheikh Khaled bin Abdullah bin Sultan Al Qasimi, Chairman, Department of Seaports and Customs; Sheikha Bodour bint Sultan Al Qasimi, Founder and CEO of Kalimat Group; Sheikh Khalid bin Issam Al Qassimi, Chairman of the Department of Civil Aviation; Sheikh Salem bin Abdulrahman Al Qasimi, Chairman of Sharjah Ruler's Office; Sheikh Fahim bin Sultan Al Qasimi, Chairman of the Department of Government Relations (DGR); Sheikh Mohamed bin Humaid Al Qasimi, Chairman of Sharjah Department of Statistics and Community Development (DSCD); Sheikh Faisal bin Saud Al Qasimi, Director of the Sharjah Airport Authority, and Sheikh Abdullah bin Mohammed Al Qasimi, Head of General Authority of Islamic Affairs and Endowments – Sharjah.

The opening ceremony was also attended by HE Dr Sultan bin Ahmad Al Jaber, UAE Minister of State and Chairman of the National Media Council (NMC); HE Shamma bint Suhail Faris Al Mazrui, Minister of State for Youth Affairs; HE Ali Mehad Al Suwaidi, Chairman of the Sharjah Consultative Council; and HE Tariq Saeed Allay, Director of Sharjah Government Media Bureau besides heads of numerous Sharjah and federal government institutions and departments.



Communication for the public is supposed to serve people. Its objectives are, therefore, very different from communication adopted by entities not serving people. It must be directed towards informing people, encouraging dialogue, bringing positive changes in fields of health, education and security, and making the delivery of public services more transparent and effective through the use of right channels of communications. Good communication enables people to enjoy various public services and enhance their lives. Sharjah has achieved this.



HIS HIGHNESS

**SHEIKH DR SULTAN BIN MOHAMED AL QASIMI**  
SUPREME COUNCIL MEMBER AND RULER OF SHARJAH



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The multifaceted challenges governments face around the world in health, environment, security and cultural sectors because of media spreading misinformation or fabricated news has affected the trust between them and their people. Governments have to use communication as a key enabler of trust between governments and the governed, and a strategic driver of sustainable development. We need to incorporate mechanisms that will generate faster responses from government to the public.

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HIS HIGHNESS

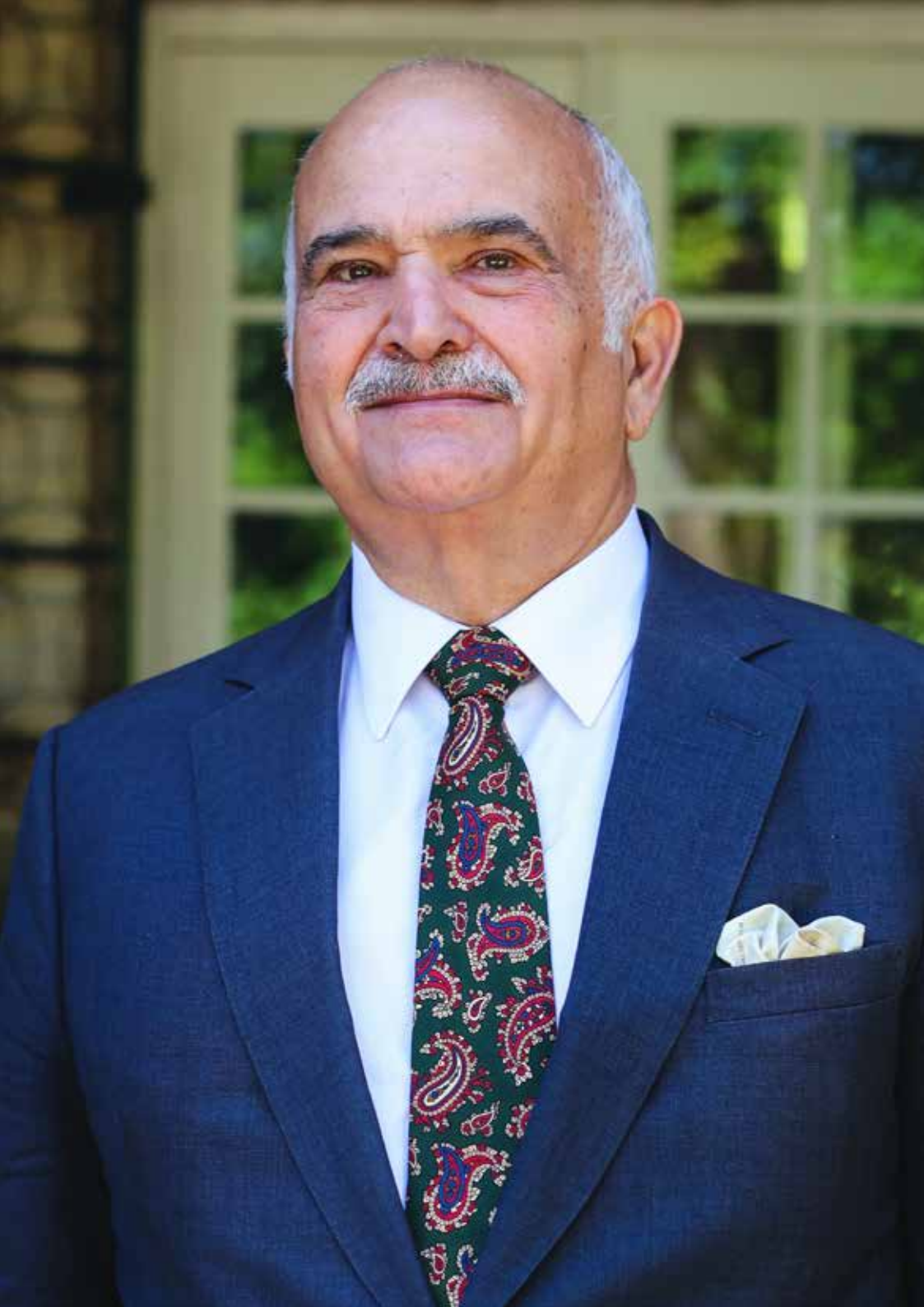
**SHEIKH SULTAN BIN AHMED AL QASIMI**

CHAIRMAN OF SHARJAH MEDIA COUNCIL

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We are (right now) witnessing the post-communication age, which aims to envision the future through a review and assimilation of the past. The future of post-communication age depends on the ability to think, act and communicate in a different way, as well as to have a global perspective and a universal culture. We must move away from talking about the crises triggered by humans in the past, to look at a future that is holistic, inclusive, positive and human-centric.

“

HRH

**PRINCE EL HASSAN BIN TALAL OF JORDAN**  
PRESIDENT AND PATRON OF THE ARAB THOUGHT FORUM

CROSS-CULTURAL COMMUNICATION

## OPENING SPEECHES

MARCH  
مارس  
5



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The Forum reflects Sharjah's experience in the field of government communication. It is at the heart of the emirate's cultural project, as culture is the essence of work. The role of culture is to raise awareness of the importance of action as a key pillar for development. Communication has the capacity of unleashing the potential of mind. Therefore, this year's edition focuses on promoting cross-cultural understanding and community development through joint efforts.

“

HE

**TARIQ SAEED ALLAY**

DIRECTOR OF SHARJAH GOVERNMENT MEDIA BUREAU



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Effective government communications offer a conduit between organisations and citizens that create a relationship of trust and respect between them and their people. Governments need to listen as well as speak; effective communication is a shared endeavour, not a one-way street. To communicate effectively we must be persuasive, to be persuasive we must be truthful. And I would add, to be respectful we must listen, and to listen we must include. This is how we create a harmonious and cohesive society.

“

HE

**MICHAËLLE JEAN**

FORMER GOVERNOR GENERAL AND COMMANDER-IN-CHIEF  
OF CANADA (2005-2010) AND SECRETARY-GENERAL OF THE ORGANISATION  
INTERNATIONALE DE LA FRANCOPHONIE (2015-2019)



”

Since the coronavirus outbreak began in China, the UAE has been closely following the situation. In order to achieve the optimal communication with the public, the media messages must be unified, transparent and credible. We have to be transparent and deliver real-time data to the competent international organisations. We took into account all groups of society and we used different languages to communicate the information. We use an expert team to measure the public opinion. The UAE is committed to its humanitarian efforts in providing aid and support to all countries across the world during these trying times.

“

**SEIF JUMAH AL DHAHERI**

OFFICIAL SPOKESPERSON FOR THE NATIONAL EMERGENCY, CRISIS AND DISASTER  
MANAGEMENT AUTHORITY

CROSS-CULTURAL COMMUNICATION

## INTERACTIVE SPEECHES

MARCH  
مارس 4







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### THE STORY OF A MIND WITH NO LIMITS

Circumstances do not make a human being but help them discover their true potential. Internet is the only equal universal platform in the world.

It is where everyone is offered a level playing field. We can change the future of the Arab world by harnessing the power of the internet to learn, educate, generate awareness, hold dialogue and strengthen cultural exchange and fraternal relations.

“

HE

**DR TALAL ABU-GHAZALEH**

FOUNDER AND CHAIRMAN, TALAL ABU-GHAZALEH GLOBAL (TAG GLOBAL)



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2020

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## REPUTATION MANAGEMENT: ACTIONS SPEAK LOUDER THAN WORDS

We had to rebuild the reputation of our country and we did it. We promulgated a new Constitution and drove many reforms at inclusive and vibrant levels. We faced all of our failures over the past 30 years, drawing on the political will, the capability to change and the firm belief that it is crucial to create the right conditions for change. We received public support thanks to the strategies we implemented, and this is the most important factor in the bilateral communication between the government and the public. If the people did not listen to what the government had to say, they will not be able to give the needed feedback and perceptions to achieve the objectives.

“

HE  
**JUAN SANTOS**  
PRESIDENT OF THE REPUBLIC OF COLOMBIA (2010-2018)  
AND 2016 NOBEL PEACE PRIZE LAUREATE



”

### **COMMUNICATION: A TOOL TO FREE THE POWERS OF THE MIND**

The human mind has moved rivers and mountains, created cities in the desert, but by itself the mind is powerless. We all know about the four revolutions. The fifth one is the revolution of the mind. Soon, we will exchange messages through the human brain, mentally, in seconds. What is the future of the internet? It is brain-net. We will eventually be able to share memories and emotions via technology.

“

**DR. MICHIO KAKU**

BESTSELLING AUTHOR, THEORETICAL PHYSICIST AND FUTURIST

CROSS-CULTURAL COMMUNICATION

## INSPIRING SPEECH

MARCH  
5 مارس





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Introspective and proactive decision-making is important. Having good ideas isn't enough. You have to have a strategy to implement them.  
Key driver of continued success is communication and effective strategies.  
Human beings cannot change their lives quickly and suddenly.  
Change should be made in a rational and balanced way.

“

**MOATAZ MASHAL**

STRATEGIST, SERIAL ENTREPRENEUR AND BESTSELLING AUTHOR

CROSS-CULTURAL COMMUNICATION

## PANEL DISCUSSIONS

MARCH  
مارس 4



## WHY DOES THE SCREEN HAVE SO MUCH IMPACT ON PUBLIC OPINION?



### SPEAKER

**Priyanka Chopra Jonas**  
International Actor, Producer and Activist

### MODERATOR

**Raya Abi Rached**  
Celebrity Journalist and TV Presenter

### SESSION HIGHLIGHTS

- The importance of mutual cultural understanding in today's world and the role of visual media in promoting such understanding across societies.
- Examples of the influence of the digital revolution, as well as cable and online TV, in promoting cross-cultural understanding.
- Television and film production as a double-edged sword (the dangers of promoting stereotypes and one-sided narratives).
- Areas of cooperation among visual media corporations that can help tackle challenges associated with cross-cultural understanding around the world.

“

By talking about the vital role of communication within governments and between countries, and taking it to the next level by organising the International Government Communication Forum (IGCF), Sharjah is setting an amazing example for the rest of the world, reinforcing its credentials as a vibrant cultural hub. Bringing so many leaders from around the world to this forum to steer a conversation on what governments can do to promote cross-cultural understanding is an incredible initiative for which Sharjah ought to be lauded.

Priyanka Chopra Jonas

# CROSS-CULTURAL COMMUNICATION



## SPEAKER

### HE Irina Bokova

President of the Academy for Cultural Diplomacy in Berlin and former Director-General of UNESCO (2009-2017)

## MODERATOR

### Sally Mousa

Radio Presenter at Sharjah Broadcasting Authority - Pulse 95 FM Radio

## SESSION HIGHLIGHTS

- Understanding the essence of cross-cultural communication: tools, platforms, opportunities and challenges.
- Cross-cultural communication as a means of incorporating an organisation's story into the consciousness of communities.
- Cultural communication as an engine driving economic and social prosperity and strengthening reputation.
- The impact of cross-cultural communication on culture itself.

“

Over a century ago, culture became a central tool for communication strategists around the world in the light of globalisation and the elimination of geographical boundaries on social media platforms. There is no better place than Sharjah to speak about cross-cultural communication and the process of social inclusion. During my tenor at the UNESCO, the emirate became a role model in launching cultural initiatives that reach out to various segments within a society and to other nations around the world.

HE Irina Bokova



## “THE FUTURE OF NEWS” - SHARJAH PRESS CLUB



### SPEAKERS

#### **Ahdeya Ahmed Al Sayed**

President of the Bahrain Journalists' Association (BJA)

#### **Khalid Al Malik**

Editor-in-Chief of Aljazeera newspaper and the Chairman of the board of directors of the Saudi Journalists Association

### MODERATOR

#### **Media Figure Mohammed Al-Mulla**

Founder of Online Media Network 'Diwan AlMulla'

### SESSION HIGHLIGHTS

- The future of news.
- The evolution of news to keep pace with the changing era.

“

People turned to traditional media, over social media, during times of crisis to get their news because it is seen as a more credible and reliable source. Social media had a positive impact on traditional media but without traditional media, the public trust in the sources of information would decline. Print media, especially in the Gulf region, has a national responsibility to support national interests. Newspapers can thrive again by presenting quality content to the public.

Ahdeya Ahmed Al Sayed

“

When we talk about news, we cannot isolate print media, which is the real source of information, but the speed with which digital media delivers the news has led to a decline in readership of traditional media which impacts revenues. Digital media professionals do not always possess good journalism skills, therefore governments could provide training workshops to improve their skills as associations and unions will not.

Khalid Al Malik

## KAKUMA REFUGEE CAMP, KENYA IN COOPERATION WITH THE BIG HEART FOUNDATION



The Kakuma Refugee Camp, Kenya session shared the refugees' voices, perspectives, capacities and potential to be the drivers of their own protection strategy and to directly contribute to the development of their communities. The session was attended by Sheikh Sultan bin Ahmed Al Qasimi, Chairman of the Sharjah Media Council (SMC) and the Big Heart Foundation Humanitarian Envoy; HE Tariq Saeed Allay, Director of Sharjah Government Media Bureau and Jawaher Al Naqbi, Manager of International Government Communication Centre (IGCC).

### SPEAKERS

#### **Mohamad Hassan**

Somali Refugee in Kakuma Refugee Camp, Kenya, and co-chair of World Economic Forum 2019 and Refugee rights advocate on the global stage

#### **Jessy Volonte**

refugee from Democratic Republic of Congo (DRC) living in Kakuma Refugee Camp, Kenya, and co-founder of Solidarity Initiative for Refugees and ICT Instructor

#### **Muhamad Hure**

UNHCR Field Officer in Kakuma Refugee Camp, Kenya

#### **Fatimah Hossaini**

Afghan refugee returnee and teacher of photography and design at Kabul University, Afghanistan

#### **Hina Shikhani**

Afghan refugee, co-sponsor of 2019 Global Refugee Forum and DAFI scholar in Peshawar, Pakistan

### MODERATOR

#### **Raefah Makki**

UNHCR Communication Officer in UAE

## KAKUMA REFUGEE CAMP, KENYA IN COOPERATION WITH THE BIG HEART FOUNDATION



### SESSION HIGHLIGHTS

- The challenges that refugees face, including inadequate access to basic services such as education, health, shelter, energy.
- Possible solutions to overcome these challenges through collective efforts, partnerships and innovation.
- The Global Compact for Refugees (GCR), the multi-stakeholder KISED initiative for social-economic integration of refugees.
- The set-up of sustainable agriculture and energy solutions.
- Increased private sector participation and alignment to government service delivery mechanisms.

“

I thank the refugees participating in the session for sharing with us their inspiring stories about the challenges they faced during asylum and their educational journey, and how they overcame them to access higher education. I hope their voices and stories will be heard globally.

**HH Sheikh Sultan bin Ahmed Al Qasimi,**  
Chairman of Sharjah Media Council (SMC)  
and the Big Heart Foundation Humanitarian Envoy

“

Kakuma camp lacks resources and infrastructure, and education is one of the key challenges refugees face. They feel that education is an advantage while in fact it is a human right. I would like to commend the Big Heart Foundation's efforts for improving the camp's infrastructure and education and their quick response to the humanitarian challenges faced by its residents, who mostly fled South Sudan, Somalia and the Democratic Republic of the Congo due to crises and conflicts in their home countries.

**Muhamad Hure**  
UNHCR Field Officer in Kakuma Camp/Kenya

CROSS-CULTURAL COMMUNICATION

## PANEL DISCUSSIONS

MARCH  
مارس 5



## MEDIA IMAGE OF ARAB SOCIETIES IN THE WEST - IN COOPERATION WITH SHARJAH PRESS CLUB



### SPEAKERS

#### HE Osama Haikal

Minister of State for Information, Egypt

#### HE Amjad Al Adaileh

Minister of State for Media Affairs and  
Government Spokesperson, Jordan

### MODERATOR

#### Sherif Amer

Journalist, MBC Egypt

### SESSION HIGHLIGHTS

- The role of Arab media in correcting misconceptions.
- The Arab Civilisation and the characteristics of the Arab World.

“

We need to keep pace with the latest media technologies, because the lack of communication or poor communication affects social stability. We have the means and the will to change the Arab image. We have to protect our common interests, mainly our deep-rooted history and culture.

HE Osama Haikal

“

The Arab media and communication industry in the Arab region is facing challenges in communicating the message, due to the use of non-traditional media and social media. People contribute to the spread of rumours. There are media outlets with unknown funding resources or goals. The irresponsible media is very dangerous. It affects the values and ethics. We need to unify our efforts to create an effective media capable of communicating our message to the world and mobilise support for our core causes, particularly the Palestinian Issue.

HE Amjad Al Adaileh

## “THE EQUATION OF SURVIVAL”



### SPEAKERS

**HE Dr Thani bin Ahmed Al Zeyoudi**  
Minister of Climate Change  
and Environment, UAE

**Dr. Rashid Alleem**  
Former Chairman, Sharjah Electricity  
and Water Authority (SEWA)

### MODERATOR

**Reem Saif Al-Maamari**  
TV Host and Anchor, Sharjah TV

### SESSION HIGHLIGHTS

- How serious is the environmental situation today?
- Can individuals really make a difference through changing their daily habits/practices?
- Innovative communication and collaboration formats that need to be adopted with individuals and corporations alike in order to address these risks

“

The UAE government has undertaken many practices to preserve its natural resources. The renaming of the Ministry of Climate Change and Environment (previously Ministry of Environment and Water) highlighted the UAE’s strong commitment to tackle global warming, officially sealing the issue as one of the ministry’s top concerns. Sharjah Electricity and Water Authority (SEWA) has introduced a series of measures to protect the environment, including establishing a Conservation Department, which is tasked with raising awareness about conserving water and power among Sharjah’s households. The entity has also launched its ‘Earth Hour’ initiative to encourage people to rethink their consumption behaviours, which has proven successful in reducing power use during peak hours. SEWA is always keen to learn from other successful global practices.

Dr. Rashid Alleem

## “THE EQUATION OF SURVIVAL”



“

The world today is facing a grim reality due to global warming. Around the world, 1 in 9 individuals does not have access to safe drinking water and millions of refugees are food insecure. On biodiversity, one million living species are now threatened with extinction due to irresponsible environmental practices. Seven million people die every year as a result of air pollution exposure. The clean energy sector is notably growing, and a noticeable shift is being seen, for instance, in the increasing use of electric cars, and the forging of effective public-private partnerships to accelerate the pace of change towards sustainable practices. Global efforts to reduce the carbon footprint of nations must be doubled.

HE Dr. Thani bin Ahmed Al Zeyoudi

CROSS-CULTURAL COMMUNICATION

## INTERACTIVE SESSIONS

MARCH  
مارس 4





## YOUTH FORUM: 'GOVERNMENT COMMUNICATION AND THE ASPIRATION OF YOUTH'



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A Youth Forum was held in cooperation with the Arab Youth Centre, Rubu' Qarn Foundation for Creating Leaders and Innovators and World Youth Forum. Young media professionals from across the Arab world attended the session.

### SESSION HIGHLIGHTS

- Government communication campaigns and key messages that the youth can engage with.
- The role of government communication in nurturing and supporting young generations.
- Ideas for communication initiatives across the Arab world to prepare the youth for the job market.

### MODERATORS

**Mariam Saeed Al Naqbi**  
scriptwriter and presenter, Sharjah  
Broadcasting Corporation/ Sharqiya Kalba TV

**Marwan Al Shehhi**  
TV Presenter at Sama Dubai TV

## YOUTH FORUM: 'GOVERNMENT COMMUNICATION AND THE ASPIRATION OF YOUTH'



“

The UAE spearheaded the government communication field and played a leading role in supporting the youth. Such forums are not arbitrary, but in line with the leaders' belief that it is crucial to communicate and engage with the youth. It is important to find common grounds that enhance the forum's objectives which seek to offer the Arab youth a platform to discuss key issues of concern to them, as well as address the mechanisms that bolster their participation in the development of government communication.

Mariam Saeed Al Naqbi

“

The IGCF was able to achieve practical results over the last few years. Undoubtedly, the outputs of today's discussions will catch the attention of leaders, given their belief in the young generation as well as their keenness to communicate with the youth.

Marwan Al Shehhi

# SOCIAL MEDIA INFLUENCERS CINEMA SESSION

## INFLUENCERS WIN THE COMMUNICATION RACE



### SPEAKER

#### **Amy Jo Martin**

Author of 'Renegades Write the Rules',  
host of the 'Why Not Now?' Podcast

### MODERATOR

#### **Hussein Al Amri**

Media Figure and TV Host

### SESSION HIGHLIGHTS

- Understanding the psychology behind the ability of influencers, artists and the talented to be close to people (credibility and trust).
- Acknowledging the importance of cooperation with influencers who represent both the youth and adolescents. (opportunities and challenges).
- How to properly and ethically encourage influencers to spread awareness among the various groups in the society.
- Key future trends in collaboration with influencers (sustainable relations).
- Examples of global success stories about working with influencers as part of the communication strategies.

“

The influencer's identity impacts recipients and the extent of their followership. The human relation is instrumental in bringing together the influencer and recipient because followers prefer to explore the human aspect of the influencer, which has credibility and trust. At the beginning of their careers, influencers could face hurdles that prevent them from getting close to followers. However, influencers should be brave enough to read the feedback and listen to their followers and adjust their experience accordingly until they reach an agreement with their followers.

Amy Jo Martin

## LIVE 'ON AIR' COMMUNICATING WITH THE PUBLIC IS THE ROAD TO DEVELOPMENT



“

This innovative engaging session is an example of how public communication mechanisms can be harnessed to better understand the public and their aspirations. The session was moderated by the Sharjah Radio and TV's 'Al Khat Al Mubasher' (Hotline) programme, in the presence of representatives of Sharjah's most prominent government entities. The session included live calls from the public who expressed their views, offered their suggestions and asked questions about specific services.

### GUESTS

**HH Sheikh Sultan bin Ahmed Al Qasimi**

Chairman of Sharjah Media Council

**HE Tariq Saeed Allay**

Director of Sharjah Government Media Bureau

### MODERATOR

**Ahmed Sultan**

Journalist and TV Presenter

## LIVE 'ON AIR' COMMUNICATING WITH THE PUBLIC IS THE ROAD TO DEVELOPMENT

“

'Al Khat Al Mubasher' programme enabled citizens, residents and government entities to communicate and express their ideas live 'On Air'. The programme serves as a platform for individuals and entities to face the challenges and it could be one of the most significant methods to address the community issues. The best example of optimal government communication implementation is the close follow-up by His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, both through 'Al Khat Al Mubasher' programme and other media platforms.

**HH Sheikh Sultan bin Ahmed Al Qasimi**  
Chairman of Sharjah Media Council (SMC)

“

Through this forum, we encourage officials to communicate with the public. We stress that communication is key to the success of any company and this can be learned from the success stories that we explored throughout the forum. We addressed positive and negative experiences of developed countries.

**HE Tariq Saeed Allay**  
Director of Sharjah Government Media Bureau (SGMB)

“

Al Khat Al Mubasher's live 'On Air' session at IGCF 2020 hosted Ahmed Al Mayel, Director of the Government Communications Department at the Sharjah Social Services Department (SSSD), who said: "The government entities are committed to providing invaluable services that ensure the wellbeing of people. State institutions respond to people's live calls in conjunction with the directives of His Highness the Ruler of Sharjah, who recommended communicating with people and responding to their complaints."

CROSS-CULTURAL COMMUNICATION

## INTERACTIVE SESSIONS

MARCH  
5 مارس



## TRAINING SESSION - SOCIAL MARKETING: GLOBAL BEST PRACTICES



### TRAINER

**Mohtab Arabiat**  
Head of Digital Development  
at Astrolabs Academy

### PILLARS

- Continuous training on the principles of communication and their professional novelties globally.
- Offering all communication teams training on different scenarios that respond to emergencies, crises and various reactions.
- Including communication in the fabric of corporate culture.
- Raising awareness among employees on the importance of direct engagement with partners and the public.

“

Each project starts with a great idea, a set of strategies and leaders who create plans. However, when they engage with clients, their plans collide with reality. This is why all plans, and most importantly government communication plans, should be based upon information, data and a variety of scenarios that can deal with the turn of events and the latest developments.

Mohtab Arabiat

## **SOCIAL MEDIA INFLUENCERS CINEMA: INFLUENCERS WIN THE COMMUNICATION RACE**



### **PILLARS**

- The positive role of influencers on social media platforms during crises and emergencies.
- How to harness the national and social responsibility of influencers in communicating purposeful messages.

### **SPEAKERS**

**Sheikha Dr Alia bint Humaid Al Qassimi**  
Social Development Expert

**Mustafa Al Agha**  
Journalist and Media Sports Personality

**Mohammed Al Mulla**  
Founder of Online Media Network  
'Diwan Al Mulla'

### **MODERATOR**

**Hussein Al Amri**  
Media Figure and TV Host



## SOCIAL MEDIA INFLUENCERS CINEMA: INFLUENCERS WIN THE COMMUNICATION RACE

“

In the innovation world, we should guide influencers, raise awareness among followers and nurture the skill sets of individuals, enabling them to choose the influencer and topics they wish to follow. We should also provide a list of positive influencers, particularly in the time of crises because the followers' trust is more important than the event itself. There are influencers who address topics about which they do not have any background or precise information like the novel coronavirus (COVID-19), which became the most discussed topic on social media platforms.

Sheikha Dr Alia bint Humaid Al Qassimi

“

Social media sites were created as entertainment platforms, not to promote political, religious or social ideologies. This is why an influencer is not required to be a university graduate to communicate his/her ideas and opinions. As the proverb goes, what's bred in the bone will come out in the flesh, and thus is the content. The invaluable content created by the influencer is what determines the extent of following. Sometimes, it can be easy to get famous on social media platforms, but it could be difficult to be loved and respected by all followers.

Mustafa Al Agha

“

We cannot monitor or control influencers, because they have the right to freedom of expression, whether their ideas are good or bad. Many influencers are successful because they address the topic from a different perspective and ensure that their messages are credible to win the trust of followers. One of the most positive aspects is to report any potential churns or mistakes in the government services to government officials.

Mohammed Al Mulla

## INTERACTIVE MEETING ARAB MINISTERS OF INFORMATION MEETING WITH UNIVERSITY STUDENTS/SHARJAH PRESS CLUB (SPC)



### SPEAKERS

#### HE Osama Haikal

Minister of State for Information, Egypt

#### HE Amjad Al Adaileh

Minister of State for Media Affairs and  
Government Spokesperson, Jordan

### MODERATOR

#### Ramy Radwan

Media Figure

### PILLARS

- Enhancing the principle of direct communication between government officials and students in the communication sector.
- Communicating experiences that contribute to building a generation of Arab journalists and media figures who can fulfil future ambitions and aspiration.

“

“The media has become an essential part of our life, and it has been included in preparatory school curriculum from seventh to ninth grades and became a mandatory subject at universities across Jordan. The move aims to enhance the capability of our students to differentiate between original and doctored videos as well as true and fake news because communication is the most powerful tool that governments have if it is developed and its role is activated at the local and global arenas,” said HE Amjad Al Adaileh, Minister of State for Media Affairs and Government Spokesperson, Jordan.

HE Amjad Al Adaileh

## INTERACTIVE MEETING ARAB MINISTERS OF INFORMATION MEETING WITH UNIVERSITY STUDENTS/SHARJAH PRESS CLUB (SPC)



“

“The media arena saw several radical changes in the last few years compared to the traditional media preceding the digital age. It took the radio 30 years and the TV 13 years to attract an audience of 50 million people, while it took the Internet four years to engage 50 million users. Today, there are more than four billion Facebook users, which makes it crucial to develop the media and communication curriculum of our universities to keep pace with these changes,” said HE Osama Haikal, Minister of State for Information, Egypt.

HE Osama Haikal

CROSS-CULTURAL COMMUNICATION

## BRAINSTORMING SESSIONS

MARCH  
مارس 4

قاعة العصف الذهني 2  
BRAINSTORMING HALL



# INVESTING IN CULTURAL COMMUNICATION



## PILLARS

- Success stories and inspiring examples of cultural communication initiatives from around the world.
- The opportunities and challenges facing cross-cultural communication in the Arab world.
- The role of media in adopting and fostering initiatives pertaining to cultural communication and maximising their overall impact.

## SPEAKERS

**HE Sheikh Fahim Bin Sultan Al Qasimi**  
Executive Chairman of Department of  
Government Relations in Sharjah

**HE Hussain Al Mahmoudi**  
CEO of Sharjah Research Technology and  
Innovation Park (SRTIP)

## HE Marwan Jassim Al Sarkal

Executive Chairman of Sharjah Investment and  
Development Authority (Shurooq)

## MODERATORS

**Mohammed Al Kaabi**  
Editor and News Anchor at Dubai Media  
Incorporated (DMI)

**Mohammad Al Mannaai**  
Media Personality, Dubai TV

## INVESTING IN CULTURAL COMMUNICATION

“

The image of the Arab world in global public opinion does not reflect our ambitions and achievements. When we google any information about the Arab world, we either find negative or incomplete results, which makes it crucial to set out effective plans to change those results and harness modern technology and communication platforms to promote our ethics and values.

**HE Sheikh Fahim Bin Sultan Al Qasimi**  
Executive Chairman of Department  
of Government Relations in Sharjah

“

I am quite optimistic that our culture will impact public opinion if we are able to understand the nature of new media and make the most of its techniques in conjunction with well-designed curricula that are supported by positive achievements and social ethics.

**HE Hussain Al Mahmoudi**  
CEO of Sharjah Research Technology  
and Innovation Park (SRTIP)

“

The change in public opinion and media outlets makes it imperative for entities to further the efforts that seek to understand the changes in the global communication system. Communication has become a critical factor in the ability to protect businesses and bolster relations with the public.

**HE Marwan Jassim Al Sarkal**  
Executive Chairman of Sharjah Investment and  
Development Authority (Shurooq)

CROSS-CULTURAL COMMUNICATION

## WORKSHOPS

MARCH  
مارس 4



## INNOVATION IN THE FIELD OF GOVERNMENT COMMUNICATION



THE FOCUS OF THE WORKSHOPS WAS PLACED ON MEDIA AND COMMUNICATION STUDENTS.

### TRAINER

**Dr Sheren Ali Mousa**  
Ajman University

### PILLARS

- Develop the skill sets of participants in creating distinguished government communication programmes and activities.
- Enhance the drafting of impactful government communication messages.

“

The challenges we face offer us the opportunity to find innovative solutions. We should reconsider the challenges we face, both in our personal and professional life, as a catalyst for innovation. The success of an innovative idea depends on the effectiveness of the theoretical approach and precise assessment of the advantages and disadvantages of the idea.

Dr. Sheren Ali Mousa



# COMMUNICATION TREASURES EXTRACTED FROM DATA PILES



## TRAINER

### Dr. Kai Chan

Expert in Data Analysis, Founder and Partner at Aiowala Technologies, a Montreal-based AI Company, Canada

## PILLARS

- How to harness opportunities found in piles of data in innovative ways?
- How to avoid the negative impact of 'Instant Feedback Loops' on social media platforms?
- The need to re-examine processes, procedures and services to ensure the inclusion of communication in order for organisations to better understand their stakeholders.
- The role of communication, as a tool for innovation and instant development of services, in providing better services.

“

We need to think of the nature of the message, whether it is based upon reaction or it is proactive. Understanding the objective enhances the efficiency of the communication process. Similarly, the correct use of data contributes to enhancing innovation in communication and getting positive reactions. Governments all around the world harness public sector's data in the development of their services.

Dr. Kai Chan

CROSS-CULTURAL COMMUNICATION

## INTERACTIVE WORKSHOPS: SHARJAH MEDIA TRAINING CENTRE (SMTC)

4-5 MARCH  
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## FILMING AND EDITING VIA SMART PHONES

### THE WORKSHOP WAS CONDUCTED BY

**Mazen Al Haj Salem**

Filmmaker, Screenwriter and Editor

### PILLARS

- The best practices in photography.
- How to replace digital cameras with smart phones and use assisting techniques and applications.
- How to use montage in filmmaking.

## CREATIVE WRITING FOR SOCIAL MEDIA

### THE WORKSHOP WAS CONDUCTED BY

**Neven Saqr**

Journalist and Media Personality

### PILLARS

- The techniques of writing for social media platforms.
- Commenting briefly on photos.
- The impact of writing on social media platforms.

“

The workshops targeted the youth as well as school and university students, and were conducted by lecturers and experts in photography and technology. The sessions discussed the novelties of photography, montage and writing for social media.

**Hussain Shaheen**

Director of Sharjah Media Training Centre (SMTC)

## GOVERNMENT COMMUNICATION CHAT

3 MARCH  
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The IGC was preceded by a session themed 'Government Communication Chat' on March 3, 2020 at the Sheraton Sharjah, where several government officials shared their experiences in government communication. They highlighted the ability to build partnerships with the public in a way that contributes to the development and advancement of society.



## GOVERNMENT COMMUNICATION CHAT



### SPEAKERS

**HE Major General Saif Al Zari Al Shamsi**  
Commander in Chief of Sharjah Police

**HE Dr Khalid Omar Al Midfa**  
Chairman of Sharjah Media City (Shams)

**HE Khalid Jassim Al Midfa**  
Chairman of Sharjah Commerce and Tourism  
Development Authority (SCTDA)

**HE Marwan Al Sarkal**  
Executive Chairman of the Sharjah Investment  
and Development Authority (Shurooq)

**HE Nada Askar Al Naqbi**  
Director General of Sharjah Women's Sports  
Foundation (SWSF)

“

The media contributes in regulating traffic and security through a close relationship with media outlets and with all members of the community. This plays a key role in promoting the awareness messages of the police. At the same time, media outlets communicate public's voice and suggestions, which have significantly decreased the rate of deadly traffic accidents in the emirate and increased the rate of response to emergency situations.

HE Major General Saif Al Zari Al Shamsi

“

Since its inception in 2017, the Sharjah Media City (Shams) has been keen on adding value to the media community in Sharjah and the UAE, through delivering quality services that meet the needs of society, further customer happiness and engage in global causes like gender equity and the environment.

HE Dr Khalid Omar Al Midfa

## GOVERNMENT COMMUNICATION CHAT

“

The IGCF plays a significant role in supporting government entities and nurturing the expertise of their communication teams through an array of ideas and recommendations it discusses each year with the participation of global experts in this field.

HE Khalid Jassim Al Midfa

“

The media has been part of the Sharjah Investment and Development Authority's (Shurooq) journey. Media and communication platforms are evolving rapidly, which makes it crucial for officials to set out strategies that enable the media to communicate its message to recipients in a way that serves government entities and the public simultaneously.

HE Marwan Al Sarkal

“

The Sharjah Women's Sports (SWS) is keen to highlight the role of Emirati sportswomen in all sporting events. It participates in key regional and international tournaments. Besides, it fosters an inclusive system that seeks to develop the administrative regulations of women's sports across the emirate.

HE Nada Askar Al Naqbi

CROSS-CULTURAL COMMUNICATION

# GUESTS OF THE 9<sup>TH</sup> EDITION OF IGCF

MARCH  
مارس 4



## GUESTS

A host of top government officials, experts and influencers in the communication sector from around the world took part in the event.

**HRH Prince El Hassan bin Talal**, President of the Arab Thought Forum, Jordan (A Video Address)

**HE Juan Santos**, President of the Republic of Colombia (2010-2018), Nobel Peace Prize Winner, 2016

**HE Dr. Talal Abu-Ghazaleh**, Founder and Chairman, Talal Abu-Ghazaleh Global (TAG. Global)

**Dr. Michio Kaku**, Bestselling Author, Theoretical Physicist and Futurist

**Priyanka Chopra Jonas**, Actor, Producer, Activist

**HE Irina Bokova**, President of the Academy for Cultural Diplomacy, Director General of UNESCO (2009-2017).

**HE Michaëlle Jean**, Governor General and Commander-in-Chief of Canada (2005-2010), Secretary-General of the Organisation Internationale de la Francophonie (2015-2019).

**Charles Duhigg**, A Pulitzer-Prize Winning American Journalist and Non-Fiction Author.

**HE Sheikh Fahim Bin Sultan Al Qasimi**, Executive Chairman of Sharjah Department of Government Relations.

**Sheikha Dr. Alia bint Humaid Al Qassimi**, Social Development Expert, Women Leader of the Year (2019).

**HE Dr. Thani bin Ahmed Al-Zeyoudi**, Minister of Climate Change and Environment, UAE.

**HE Major General Saif Al Zari Al Shamsi**, Commander in Chief of Sharjah Police.

**HE Hussain Al Mahmoudi**, CEO of Sharjah Research Technology and Innovation Park (SRTIP).

**HE Marwan Al Sarkal**, Executive Chairman of the Sharjah Investment and Development Authority (Shurooq).

**Dr. Rashid Alleem**, Chairman, Sharjah Electricity and Water Authority (SEWA).

**HE Dr Khalid Omar Al Midfa**, Chairman of Sharjah Media City (Shams).

**HE Nada Askar Al-Naqbi**, General Manager of Sharjah Women's Sports (SWS).

**HE Khalid Jassim Al Midfa**, Chairman of Sharjah Commerce and Tourism Development Authority (SCTDA).

**HE Osama Haikal**, Minister of State for Information, Egypt.

**HE Amjad Al Adaileh**, Minister of State for Media Affairs and Government Spokesperson, Jordan.

**Raya Abirached**, Lebanese TV Presenter, Celebrity Journalist, and Producer for MBC – Lebanon.

**Moataz Mashal**, Life & Business Strategist, International Speaker and Author.

**Dr Saif Al Dhaheri**, Director of Safety and Prevention, Spokesperson of National Emergency and Crisis Management Authority (NCEMA).

**Mustafa Al Agha**, Journalist and Media Sports Personality.

**Amy Jo Martin**, Author of "Renegades Write the Rules", host of the "Why Not Now?" Podcast.

**Ahdeya Ahmed Al Sayed**, President, Board of Directors, Bahrain Journalist Association (BJA).

**Khalid Al Malik**, Editor in Chief of Al Jazirah Saudi newspaper, CEO of Saudi Journalists Association (SJA).

**Mohammed Houry**, UNHCR's Education Director at Kakuma Refugee Camp.

**Mariam Saeed Al Naqbi**, A Scriptwriter and Presenter, Sharjah Broadcasting Authority (SBA), Sharqiya Kalba TV.

**Marwan Al-Shehhi**, TV Presenter at Sama Dubai TV.

**Mohtab Arabiat**, Head of Digital Development at AstroLabs Learning Academy.

**Mohammed Al Mulla**, Founder of Online Media Network 'Diwan Al Mulla'.

**Hussein Al Amri**, Media Figure and TV Host.

**Reem Saif Al Maamari**, TV Host and Anchor, Sharjah TV.

**Mohammed Al Kaabi**, Editor and News Anchor at Dubai Media Incorporated.

**Mohammad Al Manna'ei**, Media personality, Dubai TV.

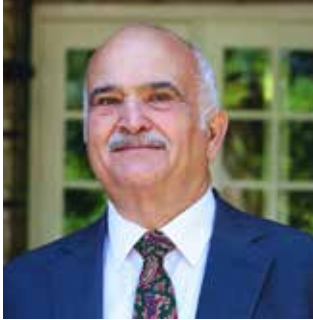


## GUESTS' COMMENTS ON THE IGCF

The guests lauded Sharjah's dedication to developing innovative government communication strategies, and enhancing its pioneering regional role in launching and sponsoring development initiatives. The guests noted that Sharjah's developmental initiatives are instrumental in the progress of communities as well as in the endeavour to achieve growth, development and prosperity.



## GUESTS' COMMENTS ON THE IGCF



“

His Highness Sheikh Dr. Sultan bin Mohamed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, is leading the efforts that have turned Sharjah into a hub which contributes to the development and stability of the Arab region. The future of the post-communication era is based upon the ability to think, act and communicate in a different way, as well as the global perspective and universal culture. It is crucial to plan for a future that enables us to interact with the rest of the world and adapt to the rapid progress.

**HRH Prince El Hassan bin Talal**  
President of the Arab Thought Forum, Jordan



“

Throughout my half-a-century career, I contributed to several achievements in education, accounting, intellectual property, business management, commerce, information technology among other fields. I was inspired by great leaders, like His Highness Sheikh Dr. Sultan bin Mohamed Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, who has a positive impact on me intellectually. I would like to emphasise that the circumstances do not make people who they are, but guide them to rediscover themselves, and that the most difficult exams are not taken in schools but in real life.

**HE Dr Talal Abu-Ghazaleh**  
Founder and Chairman,  
Talal Abu-Ghazaleh Global (TAG. Global)



“

The IGCF sheds light on the challenges we face. It emphasises that we will not be able to rise to those challenges unless we fully understand them. The world is seeing an unprecedented state of division, and we have to tilt the balance in favour of rationality and intellect over emotions, and understand that we live in one world. This is why cross-cultural communication and dialogue are key to ensuring sustainable peace between civilisations and cultures that have different ways of thinking and ethics.

**HE Juan Santos**  
President of the Republic of Colombia (2010-2018),  
Nobel Peace Prize Winner, 2016

## GUESTS' COMMENTS ON THE IGCF



“

Culture plays an instrumental role in rising to the challenges of peace and social integration. We have to provide people with the tools that enable them to communicate, coexist in metropolitan cities, tolerate other identities, explore and respect other cultures. Those tools and practices help us to avoid conflicts, as well as further dialogue, peace and sustainable development. I would like to thank the IGCF for giving me the opportunity to discuss this topic, particularly in Sharjah, one of the best cities in which we can address cross-cultural communication.

**HE Irina Bokova**  
President of the Academy for Cultural Diplomacy,  
Director General of UNESCO (2009-2017)



“

I am delighted to participate in the IGCF 2020 as a key speaker. I would like to laud the Sharjah government for its dedication to setting up new and innovative government communication strategies. At the event, we shared our successful experiences across Canada, and stressed the importance of access to information in the enhancement of community engagement.

**HE Michaele Jean**  
Governor General and Commander-in-Chief  
of Canada (2005-2010),  
Secretary-General of the Organisation  
Internationale de la Francophonie (2015-2019)



“

The IGCF offers a significant opportunity to discuss the novelties and the development mechanisms of Arab media. It also furthers sharing expertise and skill sets to nurture the overall experience and enhance youth's media critical thinking. It has become one of the most significant regional and international events that bolster corporate relationships with the media and communication sector, as well as explore and develop potential capabilities in addition to finding effective solutions.

**HE Amjad Al Adaileh**  
Minister of State for Media Affairs and Government  
Spokesperson, Jordan

## GUESTS' COMMENTS ON THE IGCF



“

The most important speeches and panels held at the ninth edition of the forum explored what is (Beyond Communication). Our habits monitor our behaviour and action consciously and unconsciously. However, when we address the engagement culture in the government action, how to harness modern technology to empower the community and achieve the inclusive wellbeing, or get inspired by our culture when we promote our ethics, we should closely examine the role of habits in achieving success. Our habits and our understanding of their formation can offer us an invaluable opportunity to achieve positive change in government entities and start-ups in the technology sector.

**Charles Duhigg**  
Pulitzer Prize Winning US Journalist and Author



“

I would like to thank Sharjah for contributing to the development of government communication across the region, because all the events we see indicate that creative government communication has become a key factor for the stability of society and a platform that brings together all segments of the community around their common interests. Government communication is also key in the fight against misconceptions, fake news, extremism and hate speech in the global media.

**Mustafa Al Agha**  
Journalist and Media Sports Personality



“

Sharjah convened a host of thought leaders from around the world to discuss plans and strategies that governments should implement to enhance global dialogue and cross-cultural communication. I would like to take this opportunity to laud Sharjah's efforts aimed at ensuring that this initiative is successful. Sharjah has become a role model for global cities and has bolstered its position as a vibrant regional and global cultural hub. Sharjah's high status is seen through organising events like the IGCF and discussing the fundamental role of government communication at the local, national and international levels.

**Priyanka Chopra Jonas**  
International Actor, Producer and Activist

## HONOURING SPEAKERS AND SPONSORS AT THE CLOSING CEREMONY

The closing ceremony of IGCF 2020 saw the announcement of a host of recommendations as well as felicitation of speakers, partners and sponsors. The ceremony was held at the Expo Centre Sharjah in the presence of HH Sheikh Sultan bin Ahmed Al Qasimi, Chairman of Sharjah Media Council; HE Tariq Saeed Allay, Director of Sharjah Government Media Bureau; and Jawaher Al Naqbi, Manager of International Government Communication Centre.



## PARTNERS



## SUPPORTING PARTNERS



# ATTENDEES AND AUDIENCE



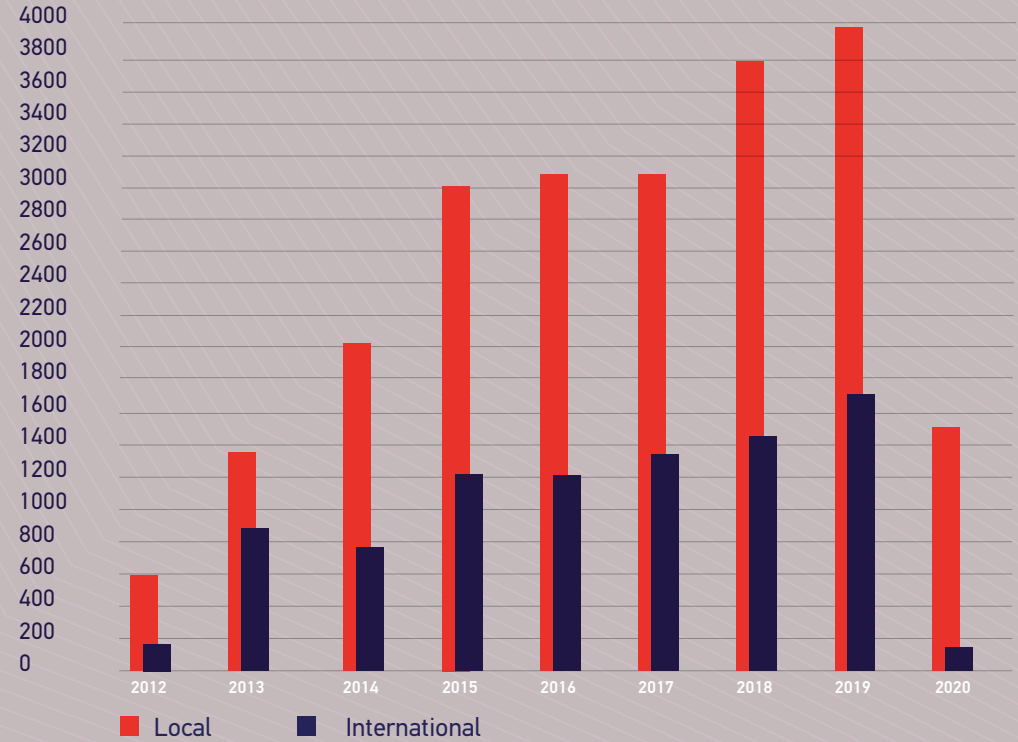
# ATTENDEES AND AUDIENCE

The IGCF's participants are seasoned media and communications experts from all over the world. Last year's event saw attendees from the USA, Europe, Middle East, the GCC and the UAE. It attracted more than 5700 media and communications professionals, which exceeded initial projections.

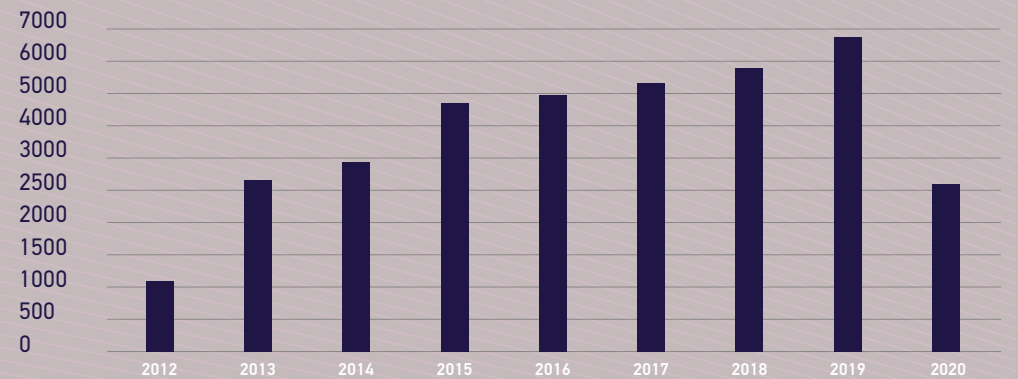
## ATTENDANCE FROM TOP 5 COUNTRIES

- United Arab Emirates
- Saudi Arabia
- Oman
- Palestine
- Egypt

## DEMOGRAPHICS BY NATIONALITY



## AUDIENCE NUMBERS





## MEDIA COVERAGE

Leading local, regional and international media outlets covered the proceedings of the ninth edition of IGCF, given the topics in question that were discussed to develop this vibrant sector which is important for government entities, private sector institutions and individuals alike. The forum was covered by leading regional and international newspapers, radio networks, television channels and online media platforms.



## MEDIA COVERAGE

Interactive Overview Campaign was published on Instagram, Facebook and Twitter with different content types to get the highest engagement with our current and new followers on social media.

### TOTAL IMPRESSIONS

# 11,475,675

### INSTAGRAM OVERVIEW

Impressions

3,054,913

Post Engagement

571,326

Video Views

499,390

Change in Followers

+ 155.53%

### FACEBOOK OVERVIEW

Impressions

5,480,762

Post Engagement

874,383

Video Views

780,908

Change in Fans

+ 271.56%

### TWITTER OVERVIEW

Impressions

2,940,000

Tweet Engagement

139,863

Media Views

255,771

Change in Followers

+ 315.32%

## TEAM SPIRIT

In line with the objectives of the Sharjah Government Media Bureau (SGMB), the teams of the ninth edition of the IGCF were keen on rising to the occasion and responding to the intellectual requirements of the communication sector locally and globally. They have set up inclusive and effective strategic plans, discussed innovative ideas and addressed the latest communication trends and approaches, with a focus on being prepared for the future.



**THANK YOU**