#SHAPETHEFUTURE #FUTUREOFMARKETING

MENA INNOVATION & CREATIVITY DAYS '22 DUBAI - May,16-17, 2022 - RIYADH - June, 2022

Sponsorship Packages and Opportunities





About MMA

MMA is a global trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to #ShapeTheFuture. MMA Global was established in 2003 and has been gathering 800+ corporate members globally ever since.

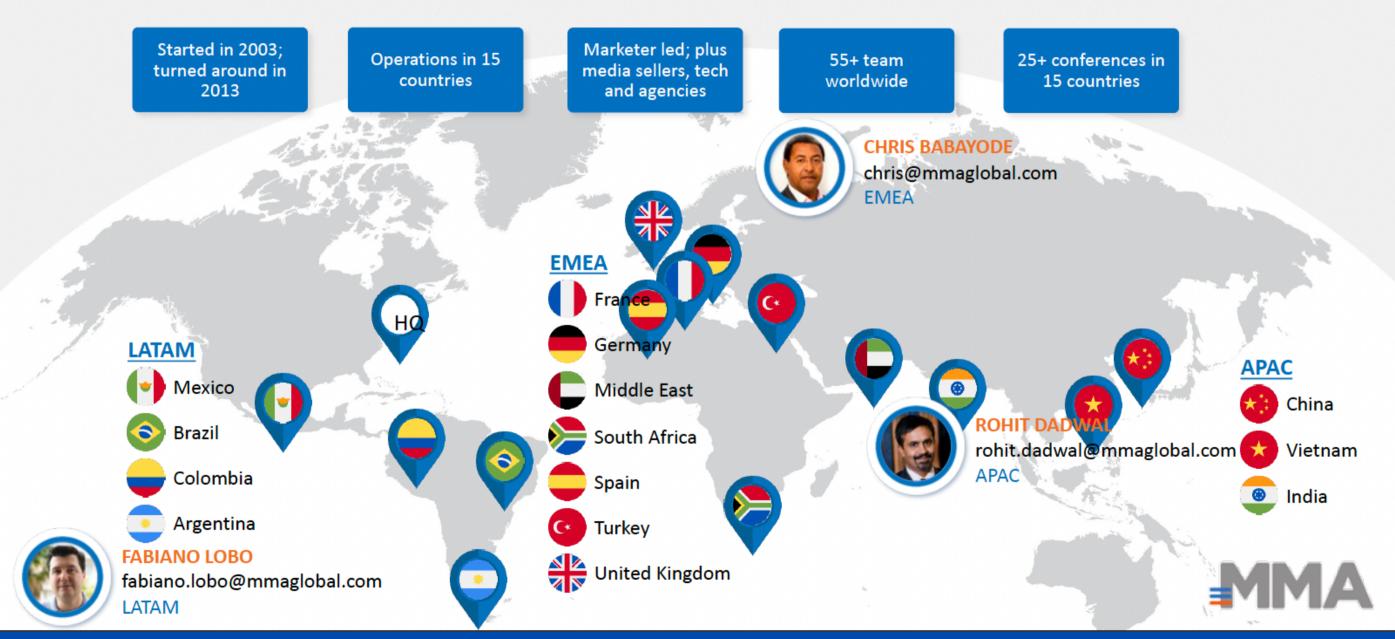
The MMA's global headquarters are located in New York with regional operations in Europe/Middle East/Africa (EMEA), Latin American (LATAM) and Asia Pacific (APAC).

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About the MMA...we are the Global Industry Association for Marketing & Technology



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MARKETING

MMA MENA Innovation & Creativity Days 2022 will host and connect more than 150 marketing, martech, agency and high level marketing executives under innovation and creativity concept this year.

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DON'T MISS THE CHANCE TO BE PART OF THE FUTURE OF DIGITAL





physical shows.

MMA MENA Innovation & Creativity Days will be a remarkable show for marketers In Dubai & Riyadh.

At May, 16 many of our inspiring speakers will take place in digital part of MMA MENA Innovation & Creativity Days

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Take your place both in our digital and





physical shows.

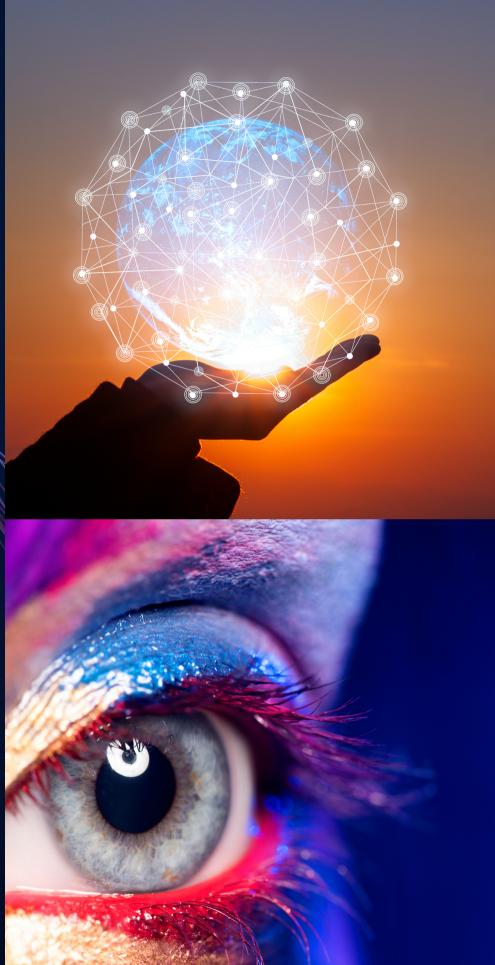
At May, 17, MMA MENA Innovation & Creativity Days and SMARTIES AWARDS Gala Dinner will bring the people of marketing industry, SMARTIES Jury, candidates and all the attendees together in physically.

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Take your place both in our digital and



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#inspiration #entertainment #experience #networking #trade #innovation #creativity #metaverse

Get Inspired with MMA IMPACT

Inspiring keynotes and speeches New age marketing technologies +150 Marketing Professionals

Fantastic Gala of **SMARTIES AWARDS**

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Attendee Profile

Executives, Senior Managers and Professionals of Marketing Industry

Age: 24-45

Personal Info: Managers, Directors and CMO's, Heavy Users of Digital Platforms, Media Agencies, Technology Providers, Networks, NGO's, Press & Media **Interests:** Marketing Trends, Marketing Technologies, Future of Marketing, Metaverse for Marketing, Brands, Brand Management, Metaverse for Brands,

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The Past Sponsors

We are thankful to all of our inspiring brands for their sponsorship and support ...

JREOFMARKETING RF

ADCOLONY ArabyAds

ByteDance

INMOBI B **VRAKBANK** accenture

THE PAST YEAR'S **SPEAKERS**

They inspired hunders of attendees. Now, it is your turn this year! Karsten Jankovski

GENERAL MANAGER **MARKETING & PR INFINITI MIDDLE** EAST





OSN

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Devrim Melek

SENIOR VP, **STRATEGY**



Oya Canbaş

GENERAL MANAGER, **BAYER UK**

THE PAST YEAR'S **SPEAKERS**

They inspired hunders of attendees. Now, it is your turn this year! Banali Luthra Malhotra

MARKETING DIRECTOR RAKBANK



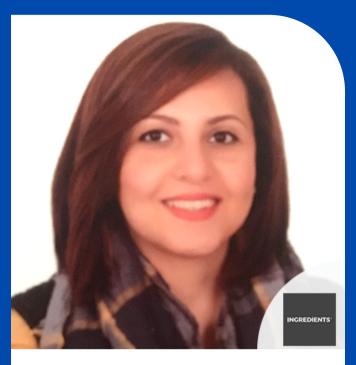




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Annie Arsane Mattar

PLATFORM STRATEGY DIRECTOR **BYTEDANCE**



Shaimaa Ismail

LOréal CMO, LOréal Egypt

THE PAST YEAR'S **SPEAKERS**

They inspired hunders of attendees. Now, it is your turn this year! Warrick Billingham

SVP, HEAD OF REVENUE, EMEA & LATAM **ADCOLONY**







INMOBI

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Jessica Moini

SALES DIRECTOR



Asma Shabab

SENIOR MANAGER, **INNOVATION** CONSULTING ACCENTURE

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This Year's Brands*



*More industry leader brand representatives will be added to this list as speakers. Our team is working on it.



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EMMA Smartes Awards programs



Get recognized for Innovation in Modern Marketing

MENA SMARTIES honours the most effective modern marketing across the Middle East and North Africa region.







Aladdin Abukhalaf Regional Mobile Advertising Director, MENA



Asma Shabab **Innovation Strategy** Consultant



Abeer Khalid Enterprise Account Lead, MENA and Pakistan, ZOOM



Mayank Garg Digital, Cast & Creative Partnerships Lead



Jessica Moini Sales Director



Warrick Billingham General Manager EMEA & LATAM

THE GREAT JURY





Ihab El Yaman **Co-founder & CEO**

Krinio Christaras Head of Media MENAP



Gulrez Alam Chief Investment & Strategy Officer



Asif Hussain Director





Syed Mansoor Hussain

Brand Marketing Leader Consumer Goods

George Achkouty Head of Digital



Urva Muhammad

Marketing Director Media and Digital Transformation Reckitt



Sarosh Sohail

Alter Films - Studios / Alter Communications **CEO and Managing Partner**



Hussein M. Dajani

Digital and CX Transformation MENA Oceania



Riyad Khalil Senior Account Executive

Middle East and Africa



Nameer Ameer Senior Manager RMS

THE GREAT JURY





Melisa Matlum Head of Marketing EMEA & LATAM

Johnny Saad Country Manager



Imran Khalid Media Director



Gavin Payne Chief Innovation Officer







Claire Fletcher Head of Engagement **Esra Ezibay** Head of Digital, Middle East



Suha Haddad Director of Ecosystem Partnerships, Meta, MENA



Jessica Machalani Senior Director





Pınar Tuğcu

Digital Platforms Senior I Manager Eurasia & Middle East

Catherine Hoff

Director, Clients & Accounts



Devrim Melek SVP, Strategy



TJ Lightwala Director, Experience Services Lead, MENA

THE GREAT JURY



Gosia Wajchert Regional Director MENAT Media and Digital Partnerships



Nadeem Ibrahim Head of Digital, KSA



Jessica Usenbor

Director - Product, Diversified Services & Partnership



Alex Brunori Head of Creative Works Google MENA, TR, SSA







Banali Luthra Malhotra

Marketing Director, Board Member, MMA Chair CMO, Winmark



Gabriel Karam NBK – National Bank of Kuwait Head of Digital Marketing



James Dutton Regional Digital Director



Fahad Ali

Founder and CEO

Christine Harb VP Marketing CEMEA



Abdulrahman Al-Agha

Digital Marketing Practice Lead | MENA



Kinda Al Issa

Head of Content Solutions, Global Business Solution, MENA, Pakistan



Oleksii Razhyk

B2B Experiential Marketing Lead, Global Business Solution MENA and Pakistan

THE GREAT JURY



Abdelnabi Alaeddine UM MENAT Digital Director – UAE



Vanessa Hinton

Executive Director, Marketing Dubai Holding Entertainment



Oussama Barkia Head of Marketing



Alperen Özkan Head of Marketing J&J Consumer Health, Turkey



This year's **SMARTIES AWARDS** will be given to winners in a fantastic Gala Dinner.

In this years gala dinner we will host more than 70 candidates and more than 150 attendees and jury members.

The winners will get their prizes on the stage.

It will be a fantastic choise to become a **SMARTIES AWARDS** Gala Dinner Sponsor!

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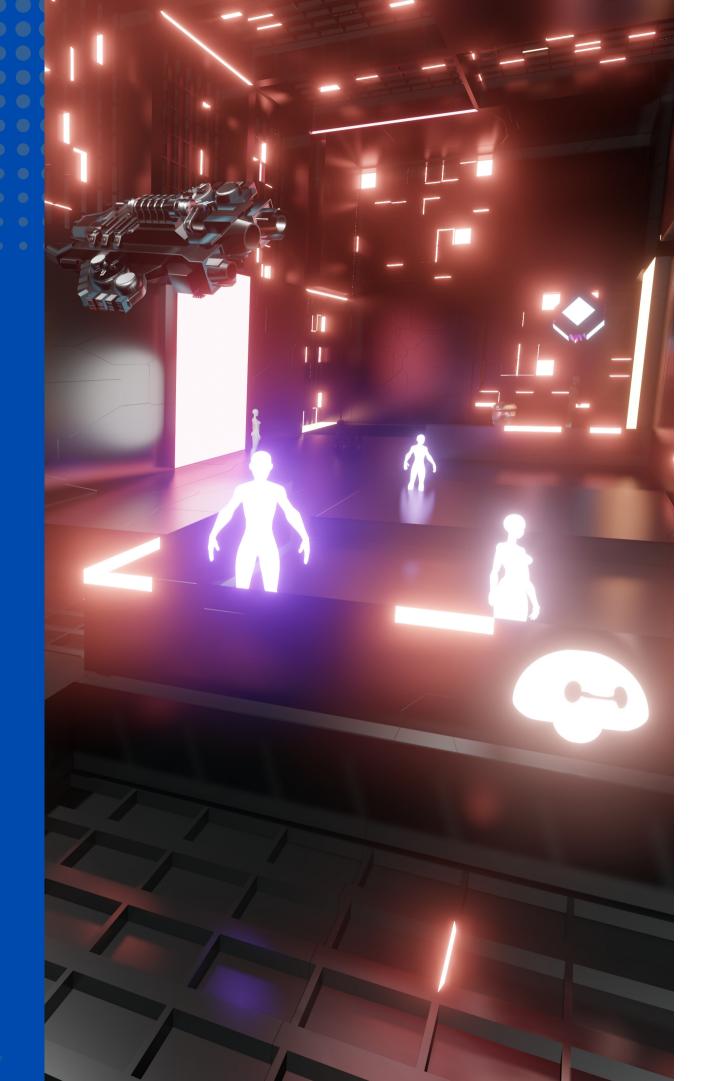
MMA MENA will have MENA's first tokenized award, to be given on unique **NFT format**



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We hope you'll join us for an unforgettable day of creativity and innovation.

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