

Media Z Agenda					
Session type	Title	Speakers	Moderator	Time	Notes
Opening & Welcome		Main MC / Host: Samia Murad	-	10:00	Arabic with translation Venue: HUB Auditorium
Opening Remarks		Muna Bu Samra – Director, Dubai Media Academy Dr. Sherif Moussa, Dean of School of Engineering, Applied Science and Technology Canadian University Dubai	-	10:05	Arabic / English (Translation available) Venue: HUB Auditorium
Discussion Panel	The 60-Second story - The Short-Form Content Revolution	1- Eil Al Andari – Blinx 2 - Miranda Davidson – Miranda Davidson Studios 3- Khalid Al Muhairi – Dubai Media Incorporated	Raya Rammal	10:10 – 10:55 (45 min)	Panel Session 1 Arabic (Translation available) Venue: HUB Auditorium
Presentation	The Video Games Economy in the Middle East	1- Asem Galal – Galal - & Karawi Management Consulting (G&K) 2- Nidal Abou Zaki – Orient Planet Group	-	10:55 – 11:10	Research Findings Presentation Venue: HUB Auditorium
BREAK 11:10 – 11:45					
Discussion Panel	The Screen Generation – Identity,	1- Dr. Wafi Dawood - KHDA 2- Dr. Karima Al Mazroui – Mohamed Bin Zayed University for Humanities	Amer Bin Jassas	11:45 – 12:30 (45 min)	Panel Session 2 Arabic / English (Translation available)

	Behavior & Society	<p>3- Suad Merchant – GEMS Education</p> <p>4- Dr. Jihene Mrabet – Amity University</p>			Venue: HUB Auditorium
AI Workshop	AI Opportunities in Media	<p>Asem Galal – Consultant to Dubai Media Academy &</p> <p>Dr. Najla Al Futais - Assistant Professor of Artificial Intelligence - CUD</p>		12:00 – 1:00 (60 min)	Venue: Theater Hub Zone
Closing		Samia Murad		12:35	
Roundtable (Closed session)		<p>1- Dr. Jamal Al Kaabi – National Media Authority</p> <p>2- Dr. Wafi Dawood – Knowledge and Human Development Authority (KHDA), Dubai</p> <p>3- Majed Al Suwaidi – TECOM / Dubai Media City</p> <p>4- Dr. Najia Al Ketbi –</p>	Muna Busamra – Dubai Media Academy	1:00 – 3:00	(Closed session) Venue: Room 103

		<p>Mohamed bin Zayed University for Humanities</p> <p>5- Sultan Majed – Trends Research & Advisory</p> <p>6- Dr. Lakhdar Chadli – Canadian University Dubai</p> <p>7- Dr. Jihene Mrabet – Amity University</p> <p>8- Eil Al Andari – blinx Platform</p> <p>9- Dr. Karima Al Mazrouei – Mohamed bin Zayed University for Humanities</p> <p>10- Asem Galal – Consultant Dubai Media Academy</p> <p>11- Ahmad Al Kitbi – Dubai Media Inc.</p> <p>12- Amer Bin Jassas – Mindhub</p> <p>13- Dr. Abeer Al Shawi – Al Qasimya University</p>			
--	--	--	--	--	--

		14- Raya Rammal – Dubai Media Inc			
--	--	--	--	--	--