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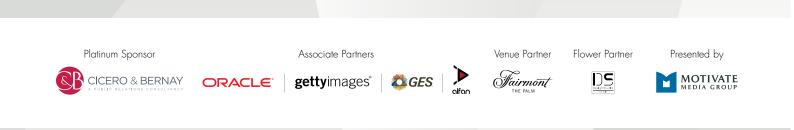


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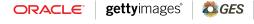
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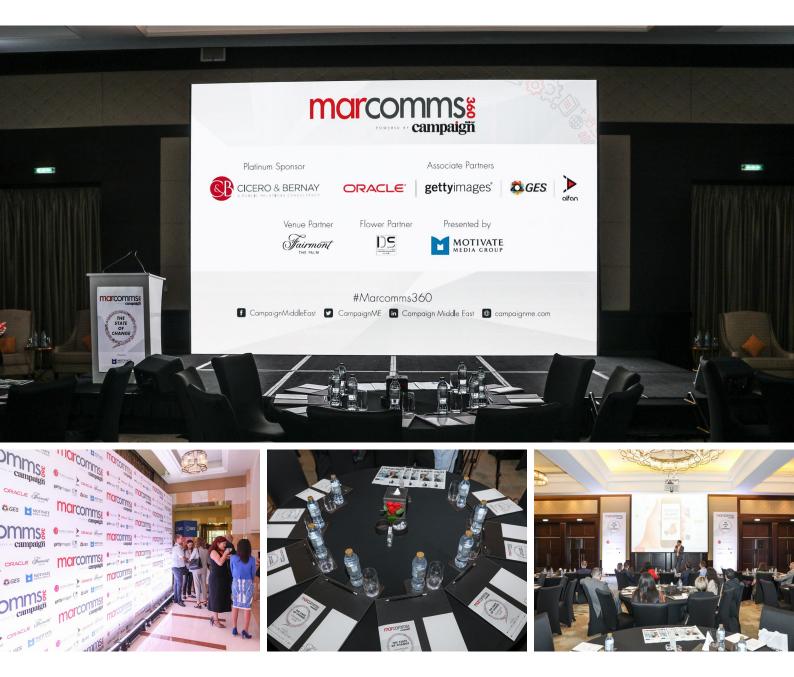
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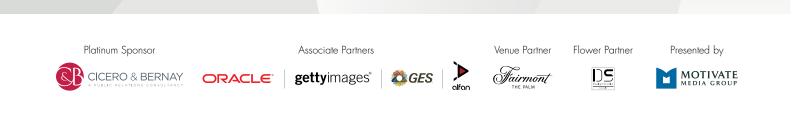
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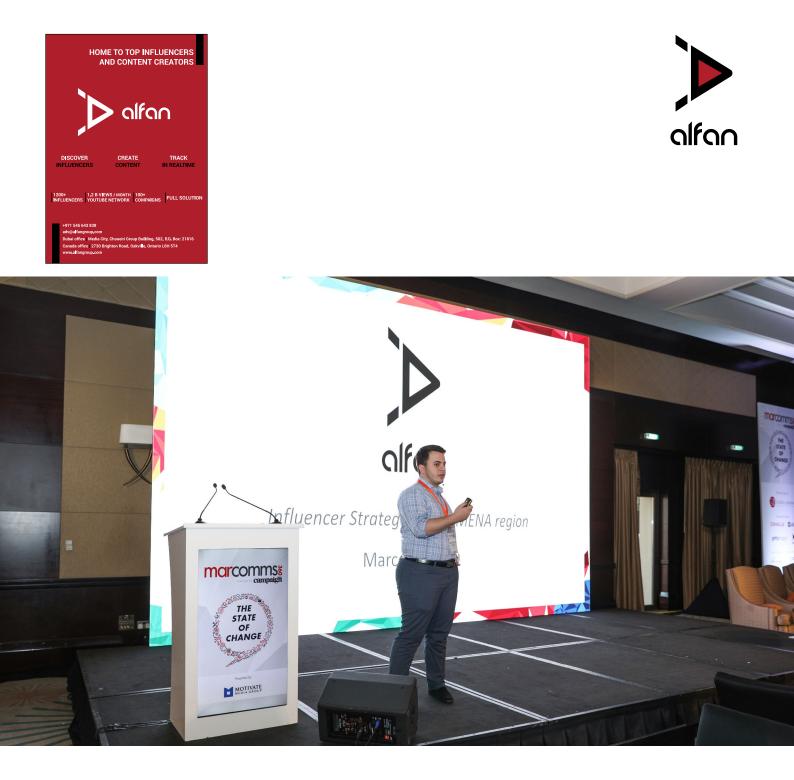
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JOE AKKAWI MANAGING DIRECTOR PAZ MARKETING



DANISH FARHAN FOUNDER & CEO XISCHE & CO



SUNIL JOHN PRESIDENT ASDA'A BCW



NOHA MELISSA ZAIDI HEAD OF DIGITAL OMNICHANNEL ETISALAT



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SARAH LONGBOTTOM DIRECTOR OF STRATEGY & PLANNING CICERO & BERNAY



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SPEAKERS





KHALED ISMAIL VP COMMUNICATIONS – EUROPE, CENTRAL ASIA, MIDDLE EAST & AFRICA REGION TETRA PAK (THE MARKETING SOCIETY CHAIRMAN)



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KHALED GHORAB THE RELATIONSHIP ARCHITECT



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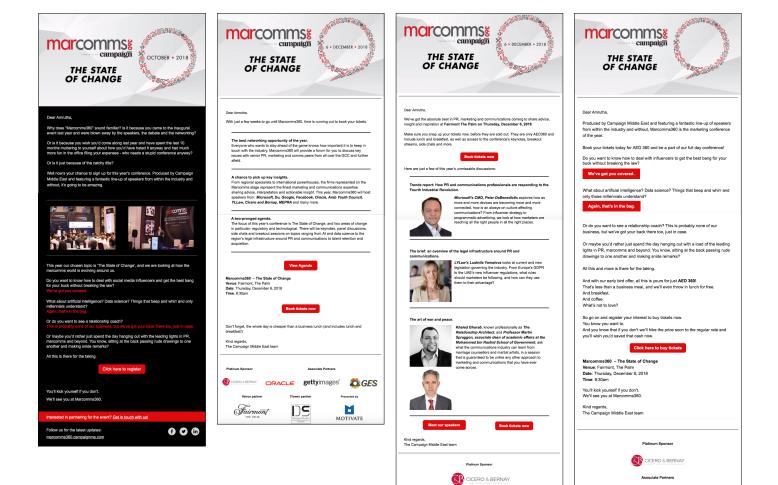
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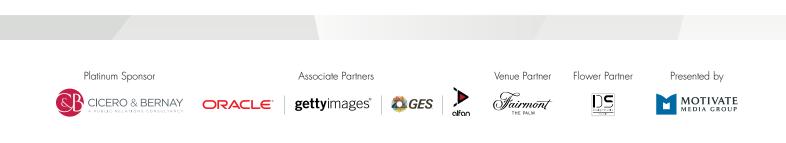
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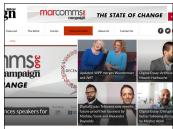
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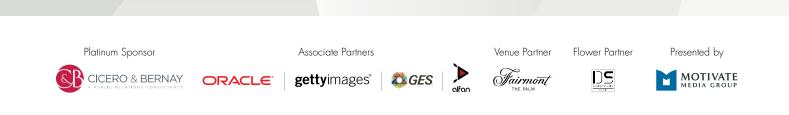
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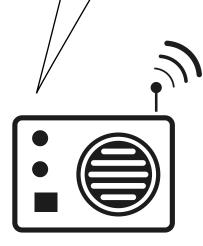
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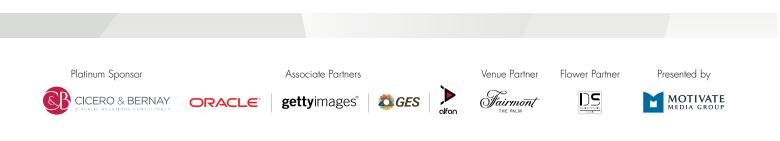
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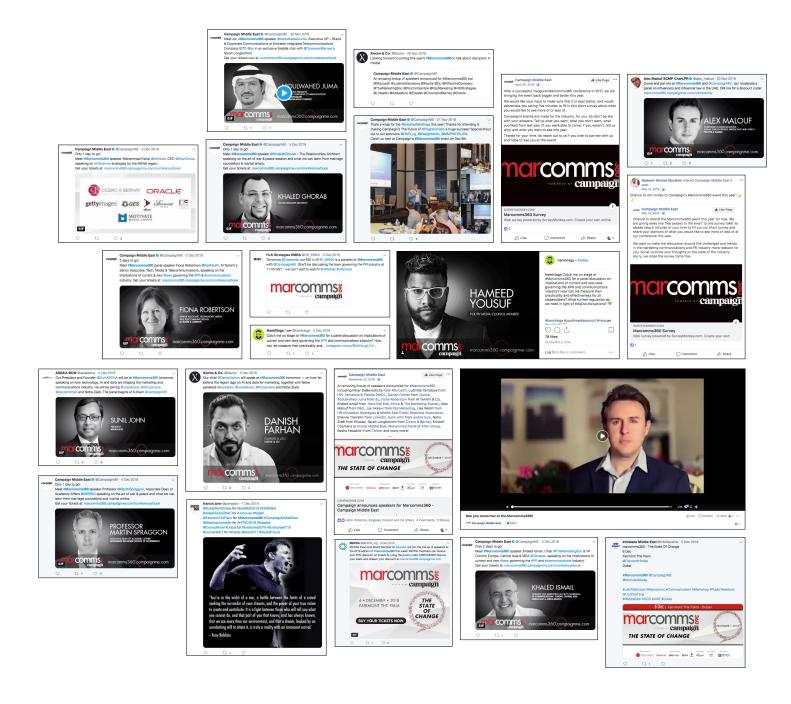
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EDITORIAL COVERAGE

18 NOVEMBER 2018

The Spin

Who doesn't "love" abusing "quotation marks" for "emphasis" and making editors wince? The Spin was once told that every time we use quotation marks we should imagine we are saying "so-called" before the phrase in question. But international men's title GQ sems to have missed this point when it named tennis star Serena Williams its "Woman" of the Year. Complete with those quote marks. Is Williams a so-called "woman"? The Spin thinks not. And judging by the international backlash stirred up by that punctuation, GQ8" editors" should be asking themselves some tough questions right now.

The Spinknows that in the world of PR, communications specialists are often asked to go above and beyond their day jobs. So we were tickled when a spotter forwarded us this clarification request on a Dubai night club's Facebook job ad.

The Noodle House restaurant recently sent us a press The Noodle House restaurant recently sent us a press release that was admittedly irrefevant to *Campaign*, but at least had noble sentiment. It was boasting about the safety initiatives the brand has for its delivery drivers. These include high-stishility clothing, preventative maintenance for bikes, and a speed carp of 100mph. 100mph? That's 160kmph, which is still a tad fast. The Spin suspects someone might need to check their metric-to-imperial conversion factors.

CAMPAIGN DIARY

EmenaComm19 February 11-12, 2019 Bahrain



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Campaign's Marcomms360 Conference is an industry Compages Marcommissou Contention to a mulastry gathering for the marketing and communications industry and will bring together professionals from leading organisations to discuss, debate and share knowledge on the challenges and shifts in the communications industry.

For advertising and sponsorship opportunities contact: sales@motivate.ae

18 NOVEMBER 2018



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Marcomms360 December6, 2018



The second edition of Marcomms360 will bring you inspiring talks from the brands and agencies that are doing things differently, thought provoking debates on the crucial issues affecting the marketing and communications industry in the GCC and unrivalled opportunities to network with new contacts and old friends alike.



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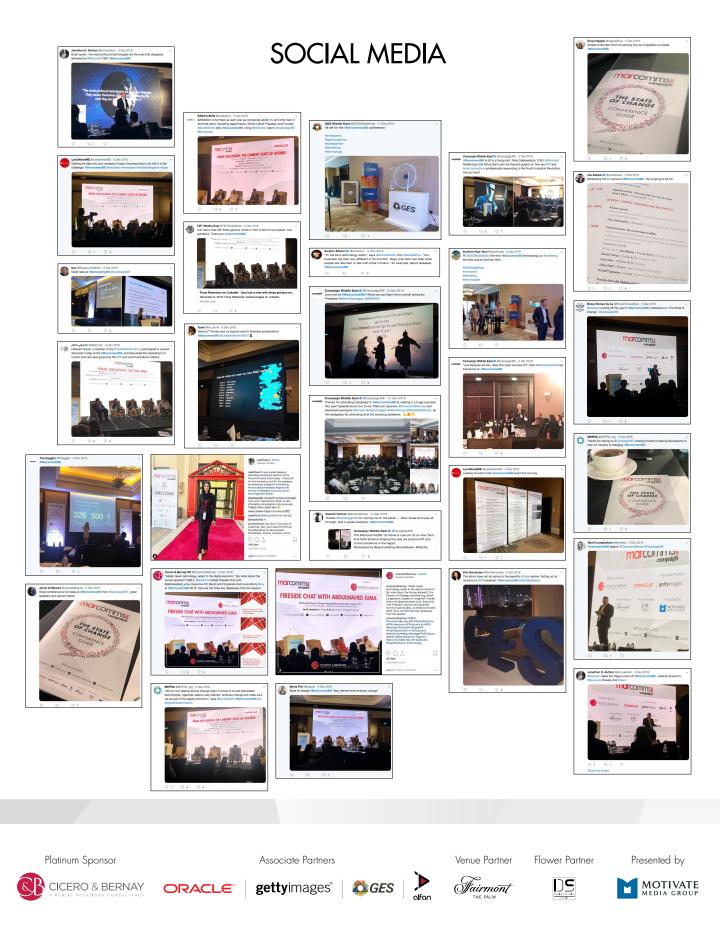
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