



Dubai Event
November 18th, 2009
Media Rotana Hotel
Al Barsha South, Dubai, UAE

8:00am – 9:30am

Twitter Beginner Boot Camp

10:00am – 10:05am

Welcome
Saleem Fancy, Owner
@saleemfancy
Total IT Solutions

10:05am – 10:15am

Opening Introduction
Bob Fine, Editor-in-Chief
@bobfine
Cool Blue Company, LLC

Keynote Address

10:15am – 10:50am

Reg Athwal, IFFPS, FPSA, Co-Founder & Chairman
@regathwal
RAW Group LLC & OneTVO
"Unleash Your Twitter DNA – 3 Steps for Generating Success from Your ROTI (Return-on-Time-Invested) on Twitter"

10:50am – 11:10am

James Piecowye, Professor
@JamesEd_me
Zayed University's College of Communication and Media Sciences
"How to Use Twitter to Invigorate The Learning Process Be It in The Classroom, in the Office or on a Sand Dune"

11:10am – 11:30am

Coffee Break

- 11:30am – 11:50am **Dean Hunt**, CEO
@deanhunt
Buzz Marketing
"How-To Find and Create Unlimited Opportunities Using Twitter"
- 11:50am – 12:10pm **Masarat Daud**, Founder
@masarat
8-Day Academy
"Changing the World in 8 Days and 140 Characters"
- 12:10pm – 12:30pm **Marwan Parham Al Awadhi aka 'DJ BLISS'**
@djbliss
Real Flava
- 12:30pm – 1:30pm **Lunch Break**
- 1:30pm – 1:50pm **Mohamed & Peyman Parham Al Awadhi**
Co-Founders & Managing Partners
@wildpeeta
Wildpeeta
"Entrepreneurial Ambition Meets Social Media"
- 1:50pm – 2:10pm **Magnus Nystedt**, Managing Editor
@mnystedt
Shufflegazine – Apple Lifestyle Magazine
"Use Twitter to Act Larger Than You actually Are: Practical Tips For Small Companies to Take Advantage of the Latest in Social Networking"
- 2:10pm – 2:30pm **Heba AlSamt**, Application Developer
@angelistiic
Dubai Holding – GroupIT
"When Twitter Meets An Emirati"
- 2:30pm – 2:50pm **Alan Firmin**, Creative Director
@afirmin
Team Y&R Abu Dhabi
"From my initial confusion here, Twitters potential did come clear, Learn the advantage for small brands, & why money makers come to Twitterland."
- 2:50pm – 3:10pm **Coffee Break**

- 3:10pm – 3:30pm **Noaf Ereiqtat**, Business Development Consultant
@noaf_e
TheContent|Factory
“The Tweet-Mix – How To Fit Twitter Into Your Marketing Strategy”
- 3:30pm – 3:50pm **Yousef Tuqan Tuqan**, CEO
@youseftuqan
Flip Media
“Making Friends Out of Strangers”
- 3:50pm – 4:10pm **Lashley Pulsipher**, PR Professional & Blogger
@luluslist_Dubai
Lulu’s List
“The Art of Conversation”
- 4:10pm – 4:30pm **Kelli Whitehead**, Freelance Marketer, Copywriter & PR
@DubaiWriter
Protecting Brand You
“How To Tweet Safely and Effectively Without Selling Your Soul - Or Losing Your Job!”
- 4:30pm – 4:50pm **Coffee Break**
- 4:50pm – 5:10pm **Samer Constantini**, Global PR Operations Manager
@SCDxB
Cisco
“Maintaining A High Threshold. What NOT To Do When You Represent Your Company On Twitter.”
- 5:10pm – 5:30pm **Narain Jashanmal**, General Manager
@njashanmal
Jashanmal Books & Magazines
“The Impact of Using Online Marketing Tools Google Adwords and Adsense Content Network in Conjunction with Social Media such as Twitter and Facebook to Promote Offline Businesses”
- 5:30pm – 5:50pm **Ashraf Ghori**, CEO
@ashrafghori
Xpanse CGI
“A year of Xero – How not to do a CG Film”

5:50pm – 6:20pm

Miss Shiraz Mohammed Karar

Web Designer & Developer/Entrepreneur

@willownavigator

Shiraz Creations Web Design & Development

“Keeping It Short With An Impact : How 140 Characters

Changed Our Communications”

6:20pm – 6:30pm

Final Thoughts

Bob Fine, Editor-in-Chief

@bobfine

Cool Blue Company, LLC

6:30pm

End

* Schedule is subject to change.