

ON.DXB

FILM . GAME . VIDEO . MUSIC

21 - 23 NOVEMBER 2019
DUBAI STUDIO CITY
SOUND STAGES

EVENT SCHEDULE

THURSDAY 21 NOV - SATURDAY 23 NOV
11AM - 11PM

MAINSTAGE

- 2:00PM **CALL FOR CONTENT WINNERS ANNOUNCEMENT**
- 3:00PM **THE KNAVIE SHOW**
- 4:00PM **SPINNING TUNES IN THE CITY OF DUNES WITH DJ TRINA**
- 6:00PM **TAYARAH'S NEW RISING TALENT: AHMED EL RUBY**
- 7:00PM **GOOD VIBES WITH ALINA K**
- 8:00PM **DJ BLISS**
- 9:00PM **FREEK LIVE AT ON.DXB**
- 10:00PM **KANO LIVE AT ON.DXB**

23
SATURDAY

THE CIRCLE STAGE

(ONLY WITH INDUSTRY ARENA PASS)

- 11:30AM **GAMIFICATION OF ENGAGEMENT**
STEPHEN GEORGE - FOUNDER & CEO, SURKUS
- 12:30PM **YOUTUBERS: ONLINE TO ONSTAGE**
TOM GREENWOOD-MEARS - MANAGING DIRECTOR, CUT AND MUSTARD
- 1:30PM **IN CONVERSATION WITH DYLER**
MODERATOR: AHMED AL-NASHEET - TOP GAMING & LIFESTYLE INFLUENCER
- 2:30PM **NURTURING OPPORTUNITIES TO MAKE IT TO HOLLYWOOD**
JUMANAH SHAHEEN - PRODUCER, ANIMATION EXPERT & FOUNDER, THE HONOR CODE STUDIOS
- 3:30PM **IS CONTENT STILL KING?**
CAROLINE FARAJ - VP ARABIC SERVICES, CNN
- 4:30PM **FROM FINANCE TO FILMMAKING: A JOURNEY FROM THE CORPORATE WORLD TO CREATING ART WITH MEANING**
FARAH NABULSI - FILMMAKER
- 5:15PM **SPIKE LEE DISCUSSES THE POWER OF MEDIA**
MODERATOR: OMAR BUTTI - DUBAI FILM AND TV COMMISSION

THE ALFAN SHOWCASE STAGE

(ONLY WITH INDUSTRY ARENA PASS)

- 11:00AM **CALL FOR CONTENT - FILM PITCH**
- 1:00PM **HOW TO TURN YOUR ACTING DREAMS INTO REALITY**
MIRANDA DAVIDSON - CASTING DIRECTOR & FOUNDER, MIRANDA DAVIDSON STUDIOS
- 2:00PM **VIRTUAL REALITY OF FILMMAKING**
KARIM SAAD - FOUNDER & CEO, GIGA WORKS
- 3:00PM **HOW TO INFLUENCE ONLINE?**
BRIAR PRESTIDGE - CEO, PRESTIDGE GROUP PR & FRANK CITY PRODUCTIONS
- 4:00PM **HOW TO IDENTIFY INFLUENCER FRAUD**
MOHAMMAD FATTAL - FOUNDER & CEO, ALFAN GROUP
- 5:00PM **WHEN MUSIC BECOMES THE VOICE OF YOUR CAMPAIGN**
AHMED EL RUBY - CREATIVE DIRECTOR, TAYARAH
RAMEZ YOUSSEF - CO-FOUNDER, TAYARAH

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THE SESSIONS STAGE

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11:00AM THE ASCENT: MUSIC MARKETING IN THE MIDDLE EAST

1. FREEK - MUSIC ARTIST/RAPPER
2. GAYA - SINGER/SONGWRITER
3. TOBIE ALLEN - FOUNDER, MA'ANA MUSIC

MODERATOR: LUCKY SCHILD - HIP-HOP ARTIST, THE RECIPE

12:00PM IT'S NOT AS EASY AS IT LOOKS: HOW TO CREATE CONTENT THAT PEOPLE WANT TO WATCH?

1. SUPERCAR BLONDIE - DIGITAL INFLUENCER
2. MANAL MUFFIN - DIGITAL INFLUENCER
3. EBRAHIM RAMZAT - DIGITAL INFLUENCER
4. ANAS MARWAH - DIGITAL INFLUENCER

MODERATOR: CASEY FITZGERALD - SENIOR WRITER & HOST, LOVIN DUBAI

1:00PM DISTRIBUTION TRENDS - CONSIDERING DIGITAL AND THEATRICAL OPTIONS?

1. SERGE ZABBAL - BUSINESS DIRECTOR, EMPIRE ENTERTAINMENT
2. JAYESH VERALKAR - SENIOR MARKETING MANAGER (META), DOLBY LABORATORIES
3. SANJAY DAS - CHIEF WORKS OFFICER, THE WORKS NETWORK

MODERATOR: EMMA BRAIN - PRESENTER, VOICE-OVER & MC

2:00PM THE RISE OF ALTERNATIVE MUSIC IN THE MIDDLE EAST

1. AMR RAMADAN - CO-FOUNDER & PROJECT DIRECTOR, WASLA
2. FABIAN DAGOSTIN - FOUNDER & CEO, STREETLIFE
3. ELIA MSSAWIR - CO-FOUNDER, BIG BEARDS ENTERTAINMENT

MODERATOR: SAEED SAEED - JOURNALIST, THE NATIONAL

3:00PM ARE INFLUENCERS THE NEW BRANDS?

1. MICHEL CHAHDA - DIRECTOR OF COMMERCIAL & HEAD OF TALENT MANAGEMENT UNIT, DIWAN MEDIA
2. NOOR STARS - DIGITAL INFLUENCER
3. DYLER - DIGITAL INFLUENCER
4. MIRM GAMES - DIGITAL INFLUENCER

MODERATOR: AHMED AL-NASHEET - TOP GAMING & LIFESTYLE INFLUENCER

4:00PM GAME ON: THE RISE OF ESPORTS IN THE MIDDLE EAST

1. JOHN LACEY - MD & FOUNDER, POWER LEAGUE GAMING
2. SAEED BINKHADEYA - COMMUNITY MANAGER FIFA
3. EDOUARD GRIVEAUD - VP GAMING ESPORTS AT WEBEDIA
4. SERGE ZABBAL - BUSINESS DIRECTOR, EMPIRE ENTERTAINMENT

MODERATOR: AHMAD ABDULJALIL - GAMING & ESPORTS SPECIALIST

5:00PM EXCITE & ENGAGE: CREATING UNIQUE PLATFORMS THAT LEND A GLOBAL VOICE TO THE REGIONAL MUSIC INDUSTRY

1. MATTHEW HOROBIN - DIRECTOR BRAND ENGAGEMENT, DUBAI AIRPORTS
2. OLIVER WOOD - EXECUTIVE DIRECTOR, HOLLA SONIC
3. ELIE ABOU SALEH - VICE PRESIDENT ANGHAMI

MODERATOR: SAEED SAEED - JOURNALIST, THE NATIONAL

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THE CANON STUDIO

- 11:30AM **UNVEILING OF THE NEW CANON EOS CINEMA PROFESSIONAL CAMERA - C500MKII**
- 3:00PM **COMBINING THE POWER OF FACEBOOK & INSTAGRAM: TIPS FOR BUILDING A HOLISTIC CONTENT STRATEGY**
SAMER JONNY JAMAL, INSTAGRAM
MOON BAZ, FACEBOOK
- 5:00PM **HOW TO BUILD A BUSINESS AS A CONTENT CREATOR TODAY**
AYMAN ITANI
- 6:30PM **ANGHAMI FOR ARTISTS: THE SCIENCE BEHIND THE PLATFORM**
MARK ABOU JAOUDEH, ANGHAMI
- 7:30PM **WRITING SCENES**
TALAL ALASMANI, IMAGE NATION

23
SATURDAY

CINEMA

- 12:00PM **NOUM EL DEEK FILM SCREENING & Q&A**
SEIF ABDALLA, FILMMAKER
- 2:00PM **FEMALE LENS: THE DAY I LOST MY SHADOW (SYRIA)**
PRESENTED BY CINEMA AKIL
- 4:00PM **CONTEMPORARY CLASSIC: WEST BEIRUT**
PRESENTED BY CINEMA AKIL
- 6:00PM **SHORT FILMS + Q&A WITH PRODUCER, SERINE GHARIBIAN**
PRESENTED BY THE 48 HOUR FILM PROJECT
- 7:00PM **BREAKING THROUGH THE GATES: A CONVERSATION WITH SPIKE LEE (ONLY WITH INDUSTRY ARENA PASS)**
MODERATOR: WILLIAM MULLALLY - WRITER & FILM CRITIC
- 8:00PM **THE PURSUIT OF GREATNESS SCREENING**