Agenda

Day 1 — January 9

10:00 AM Networking + Activations + YouTube Expert Desk

3:30 PM The YouTube Algorithm: The Principles of Search & Discovery a Successful Content Strategy — 60 mins
Moderator : Karim Zouein

4:40 PM Creator Panel — 20 mins
Breaking the Norm: The impact of A.I on Content Creation
Moderator : Meryem Raji | Speakers : Hashem Al Ghaili

5:10 PM Creator Panel — 20 mins
Challenge Accepted: Building Global Bridges on YouTube
Moderator : Dina Dakik | Speakers : Khaled Al Ameri, Noor Stars

5:30 PM Networking + Activations + YouTube Expert Desk

Day 2 — January 10

10:00 AM Creator Collective: Private Session (invite only)

12:15 PM Leveraging AI for Content Creation on YouTube — 60 mins
Moderator : Amine Khalil

1:15 PM Networking + Activations + YouTube Expert Desk

3:30 PM Creator Panel — 20 mins
Value Proposition of YouTube in the world of Brand Deals
Moderator : Caren Salha | Speakers : Omar Aburob , Lilly Sabri

4:00 PM Winning the Ramadan Strategy — 40 mins
Moderator : Abdu Hussein & Tanya Khoury

5:00 PM Creator Panel — 20 mins
Beyond the Vlog: The New Era of Premium Digital Content
Moderator : Begum Ozgur Ozman | Speakers : Orkun Isitmak , Ibn Hattuta

5:20 PM Networking + Activations + YouTube Expert Desk

Day 3 — January 11

10:00 AM Networking + Activations + YouTube Expert Desk

12:00 PM Understanding Policy: The Key to a Healthy Channel — 40 mins
Moderator : Elissa Mohanna

12:50 PM Getting Started on YouTube (Platform Change) — 40 mins
Moderator : Aya Ahmed

1:40 PM Creator Panel — 20 mins
Building a Brand with the power of your Community
Moderator : Khalook Al-yassin | Speakers : Chewkz , Yahya Alhihi

2:15 PM The YouTube Algorithm: The Principles of Search & Discovery a Successful Content Strategy — 60 mins
Moderator : Karim Zouein