

**WORLD[®]
MARKETING
SUMMIT**
Better world through marketing

ewms

electronic **WORLD
MARKETING SUMMIT**

**IDEAS FOR
CRITICAL
TIMES**

06 — 07

November 2020



**A BIG BANG
BY KOTLER
& PARTNERS**

MEGA
Be Exceptional

MENA Exclusive Partner

wms-mena.com

WMS (World Marketing Summit) is founded by Prof. Philip Kotler in 2010 for creating a better world through marketing. On the successful completion of 10 years, we are happy to introduce

*electronic WMS (eWMS),
THE ON-LINE VERSION*

OF WMS with 80 world renown speakers who will deliver and share their thoughts 48 hours around the world on Nov.6 & 7, 2020, while targeting millions of marketing, managers, professionals, and leaders.

JOIN
THE WORLD

JOIN THE GLOBAL COMMUNITY AND HUNDREDS OF THOUSANDS OF PROFESSIONALS INCLUDING LEADERS, MOVERS & SHAKERS, ENTREPRENEURS, DIGITAL EXPERTS, AND STUDENTS FROM ALL SECTORS OF LIFE & INDUSTRIES FOR A DIALOGUE FOR RETHINKING FUTURE FOR YOURSELF AND FUTURE GENERATIONS ON THIS PLANET AS WE, "NEVER STOP" FOR CREATING A BETTER WORLD THROUGH MARKETING.

CREATING A BETTER, MORE PROFITABLE AND SUSTAINABLE WORLD THROUGH STRATEGIC MARKETING IN CRITICAL TIMES

104+
COUNTRIES
PARTICIPATING

80+

**WORLD
RENOWNED
SPEAKERS**

30+

**MARKETING
& BUSINESS
TOPICS**



**BROADCASTED
WORLDWIDE**

Today's critical times demand that we all need inspiration, guidance, and leadership to proceed in the future. New expectations are being placed on CEOs /CMOs, HR team, and culture & marketing in all its forms. Even in critical times, innovation, marketing, and trust play key roles to gain consumer confidence.



PROF. PHILIP KOTLER

Father of Modern marketing
and founder of WMS
USA



SADIA KIBRIA

Co-founder of
Sociopreneurship
and CEO of WMS Group
USA



DR. TALAL ABU GHAZALEH

Founder and Chairman
TAG Global
JORDAN



PROF. DAVID AAKER

Branding guru
USA



MARC OLIVER

Digital guru,
University of Lubeck
Germany



ENAN GALALY

Founder of Scandinavian
International Hotels (Helnan)
EGYPT



LAURA RIES

Business & TED Speaker
Atlanta
USA



DR. OBAID ALABDALI

Expert on Consumer Dynamics
Saudi Arabia



MARSHALL GOLDSMITH

Business Educator
and Coach
USA



ABDULHAI MEGDAD

MEGA Group Chairman
Consulting, Training
Saudi Arabia

OUR OBJECTIVE

THAT IN THESE CRITICAL TIMES

AND POST CRITICAL, IS TO BRING TOGETHER
**GLOBAL LEADERS IN BUSINESS, MARKETING,
DIGITAL & SOCIAL MEDIA, BRANDING,** AND
RELATED PROFESSIONS, TO DISCUSS HOW
MARKETING & INNOVATION PHILOSOPHIES AND
INSIGHTS CAN FIND **EFFECTIVE AND
SUSTAINABLE SOLUTIONS** TO SOME OF THE
BIGGEST CHALLENGES OF THE CONTEMPORARY
& DIGITALIZED WORLD, AND TO RESHAPE &
REORGANIZE OUR CULTURES, HEALTH CARE
SYSTEM, AND ECONOMIES WHILE EMPOWERING
OUR CITIZENS TO MAKE THEM WELL-INFORMED
PEOPLE FOR A BETTER WORLD.



KEVIN KELLER

Tuck Business School
USA



DR. KHALID AL RAJHI

Vice Chairman,
AlRajhi Holding Group
Saudi Arabia



RUSS KLEIN

President
American Marketing
Association
USA



ROBERT WOLCOTT

Executive Director
TWIN
USA



DR. MOHAMMAD HATHUT

Marketing Consultant
& Columnist
Saudi Arabia



MAURO PORCINI

Global Chief Design Officer
Pepsi Cola
USA



IRA KAUFMAN

Founder & Director
Transformation Academy
USA

& MORE RENOWNED SPEAKERS

TOPICS



- Leading in uncertainty selling disruptions
- Consumer Packaged Goods Marketing
- Sociopreneurship
- B2B Marketing
- Marketech
- Phronetic Marketing
- Data Management
- Advertising
- E-Retailing
- Digital Marketing
- E-commerce
- Luxury Goods Marketing
- High Tech Marketing
- Simplifying Startup fund raising
- Digital Transformation
- Entrepreneurship

TOPICS

& MORE
RENOWNED
SPEAKERS

eWMS HOME TAKE VALUE

WMS IS A UNIQUE OPPORTUNITY TO UPDATE YOUR THEORETICAL MARKETING KNOWLEDGE AT THE MOST ADVANCED STATE OF THE ART, AND AT THE SAME TIME TO ACQUIRE SUPPORTING OPERATIONAL TOOLS FOR THE NEW WORLD BUSINESS DEVELOPMENT.



- ▶ **Professionals will learn from** the father of modern marketing and his partners how to make their best decisions for businesses, new product development, pricing, advertising, B2B marketing, and retailing in the critical & post critical times.
- ▶ **Professionals will learn** e-commerce and to adapt to the new requirements of digitalized world in critical times.
- ▶ **Professionals will learn** how to successfully negotiate and conduct on-line meetings in critical times.
- ▶ **Professionals will learn** how to gain confidence through trust and doing good.
- ▶ **Entrepreneurs will learn** how to create funding in the critical & post critical situation.
- ▶ **SMEs will learn** how digitalization can successfully transform your businesses.
- ▶ **Professionals will receive** free membership of Kotler Marketers Alumni.
- ▶ **Professionals will learn** how doing good can play an imperative role in business building in chaotic times..
- ▶ **Professionals will learn** how to effectively lead in uncertain times.
- ▶ **Professionals will learn** to be winners through innovation & marketing in times of crisis.
- ▶ **Professionals will learn** to spot consumer behaviour changes in critical & post critical times.
- ▶ **Start-ups will learn** how to do marketing & selling in the critical & post critical situation.
- ▶ **Students will not only learn** but they will also receive two credit hours which are acceptable and exchangeable in the Europe countries.
- ▶ **Each attendee will receive** a certificate of attendance signed by Prof. Kotler & his partners .

PROGRAM AND SERVICES

The eWMS will start at **00:01 am GMT on Nov.6** and end at **11:59 pm GMT on Nov.7.**

TICKETS

SMART

✔ **Full access** to eWMS for the 2 days (Nov 6, 7)

✔ **E-certificate** of eWMS attendance

\$120

PROFFESIONAL

✔ **Full access** to eWMS for the 2 days (Nov 6, 7)

✔ **E-certificate** of eWMS attendance

✔ **Access for one month** to all the speaker's video on demand

\$200

VIP *

✔ **Full access** to eWMS for the 2 days (Nov 6, 7)

✔ **E-certificate** of eWMS attendance

✔ **Access for one month** to all the speaker's video on demand

Access to the Materclass ©

E-certificate of Kotler Impact Masterclass attendance

Special gift: The "Big Bang Book" 2020 ebook (70\$ Dollar value)

\$450

(*) For professionals only.



MAIN SPONSORS



More than ever, the consumers are the centerpiece of the processes of creating value in any worldwide market. They are getting more competent, demanding, and proactive day by day. They inquire before buying, they know the several available alternatives, and they do not hesitate to make complaints if they are dissatisfied with the performance of a company or a brand.

Mobile and related devices apps, social platforms, devices connected, wearable technology, information-rich environments, and big data continuously provide feedback on the consumers' behaviors and their choices. These valuable data have to be properly and quickly processed to make the right business choices.

But that's not enough, the way the brand is connected to the communities in terms of social responsibility, people inclusion, and environment, the sustainability become another relevant key decision factor for the costumers.

In addition to that, due to COVID 19, it is even more difficult and an uncertain time for all industries and businesses. Businesses face tough decisions from staffing, to postponing meetings and conferences, and dealing with cash flows that are drying up. When businesses have experienced market shocks in the past, their immediate need is to survive and manage cash problems. The second priority is to think ahead on how to create new marketing strategies, innovate new products, build new partnerships, or acquire other companies. Chaotic times always produce new marketing and innovative opportunities.

In the "Vip ticket", the online on demand access to an exclusive masterclass is included: a seven lesson exclusive course where the most influential masters in the world will share their vision stories, skills, shortcuts, failures, and successes in all the most relevant business areas.

By combining the science of business and performance management to the knowledge of the best minds in the world, our masterclass enables executives, business leaders, and functional managers to develop new knowledge, skills, and attitudes to fast changing world.

STARTING FROM

NOV **15** 2020

**ON DEMAND FOR
THE VIP PARTECIPANT**

APPROX DURATION OF EACH LESSON

45 MIN

MASTERCLASS WOULD BE ON:

- **Future of marketing in 21st century**
by Prof. Philip Kotler, USA
- **Sociopreneurship**
by Sadia Kibria, Canada
- **Social Media Marketing Communication as a tool to build Sustainable Advantages**
by Marc Oliver, Germany
- **Implementing Explainable Artificial Intelligence in Marketing departments**
by Denis Rothman, France
- **The Rule of Three: How to position for Global competition**
by Jagdish Sheth, India
- **Humor Seriously & Humanity**
by Jennifer Aaker, USA
- **Future of Artificial Intelligence**
by Luiz Moutinho, UK
- **Innovation by DX**
by Kozo Takaoka, Japan
- **Empowering the Rising Voices... Necessity for Building Sustainable Brands**
by Ira Kaufman, USA

eWMS SPONSORSHIP BENEFITS

SPONSORING EWMS IS AN EFFECTIVE MARKETING COMMUNICATION TOOL BECAUSE IT CAN BE A MEAN OF ACCESSING A WIDE RANGE OF AUDIENCES IN SAUDI MARKET, OTHER MENA COUNTRIES AND WORLD COUNTRIES, SUCH AS STUDENTS, BUSINESS OWNERS / LEADER, PROFESSIONALS FROM VARIOUS FIELDS, GOVERNMENT ENTITIES, PRIVATE SECTOR COMPANIES, AND OF COURSE YOUR COMPANY'S CUSTOMERS.

- INCREASE YOUR COMPANY'S CREDIBILITY AND VISIBILITY
- RAISE THE CORPORATE AWARENESS OF YOUR COMPANY LOCALLY, REGIONALLY & WORLDWIDE
- CREATE POSITIVE PUBLIC RELATIONS IMAGE PERCEPTION FOR YOUR COMPANY
- BUILD BRAND ASSOCIATION OF YOUR COMPANY'S PRODUCT/SERVICE
- INCREASE YOUR COMPANY'S SALES
- BUILD CORPORATE ASSOCIATION WITH ONE OF THE MOST PRESTIGIOUS EVENT DEVELOPED AND CONDUCTED BY THE "LEADER IN MARKETING THOUGHT" PROFESSOR PHILIP KOTLER.

**WORLD
MARKETING
SUMMIT**
Better world through marketing

**ewms
MENA**

+966 56 662 9403 | +966 55 022 2248
mega@wms-mena.com | wms-mena.com

OUR PARTNER

MEGA
Be Exceptional

www.megabizs.com

**Business
Solutions
Group**
innovative events

www.bsg-expo.com

prism^{A1}
BRANDS ELEVATION

www.prism-A1.com