



## **The First Middle East Conference on Consumer Generated Media**

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1 June 2008  
Amman – Jordan

mobile: +962 796 943 947 | e-mail: [samer@jazarah.net](mailto:samer@jazarah.net)





## **About:**

"iBlog... iMedia" is the first conference on consumer generated media in the Middle East, organized by casualPR, a leading online Public Relations agency that focuses on blogs and online media. The event will take place in Amman, Jordan on Sunday 1<sup>st</sup> of June 2008.

This conference comes in line with casualPR's vision that aims to bring the marketing community closer to the new generation of media that is being developed by consumers.

This year's edition of casualPR's Annual Consumer Generated Media Conference will be held under the theme "iBlog... iMedia", aiming to highlight the role that blogs and social media is playing in changing the face of media. Through consumer-generated media, the media is being redefined, reshaped; the term "media" is becoming a verb!

## **Strategies:**

- The event will be promoted through an online campaign including facebook, blogs and blog communities, as well as traditional media
- Weekly newsletter will be sent to all registered users including all updates
- Intensive PR campaign and media coverage before, during and after the event
- Several interaction and networking opportunities will be available throughout the conference

## **Target Audience:**

- Bloggers
- Online Media Professionals
- Journalists
- Media Operators
- Advertisers
- Marketing & PR Professionals
- Advertising Agencies
- PR Agencies
- Researchers



## **Agenda:**

### **Fostering a new dialogue**

New freedoms, old repressions or a need for better understanding of a fast changing medium?

### **The challenges of dialogue**

Blogs, Facebook, MySpace and other social media are creating a new generation of writers, pop stars and communicators. They're also opening up a new level of access to information and content that many are finding worrying. How do governments legislate for the new media, what are the new rules of the game and how can we define what's acceptable, unacceptable and tolerable in the new global context.

### **Social Media and the Corporate World**

What is social media? Does CGM matter? Can social media be monetised? How do companies market in this brave new world?

### **Social Media in the Middle East**

We're behind Europe and the US, without doubt, in terms of platforms, adoption and available content. What can be done to catch up and how can companies contribute to, and gain from, that development?

### **From publisher to Web 2.0 player, a case study in embracing change**

Taking a 'paper' publisher and giving it a website is hardly the answer to the challenges of the Internet and new media. Will the new media replace the old, or can the old change to drive new, interactive ways of presenting news and information.

### **Social Media Realities**

Social media case studies – what has been achieved in the Middle East, what could be achieved and how can traditional and social media practitioners work together?

### **Developing a new media for the Arab World**

How can social media from blogs to Wikipedia foster a new dialogue, create better understanding and build a platform for positive and creative debate? How will these technologies develop and be used in the future?



## **Exclusive Platinum**

15,000 \$

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- Speech by a senior representative of the company to speak at the conference
- Prominent display of sponsor's logo at all phases of conference promotion, including:
  - Conference stage
  - Conference program
  - Website
  - Newsletter
  - Media Kit CD Cover
  - All other promotional pieces
- Eight seats reserved for sponsor's organization in prime seating area during conference sessions
- Exclusive bilingual press release announcing the platinum sponsorship
- PR exposure through 3 bilingual press releases that will be circulated before and after the event
- Prominent sponsorship signage for sponsor at the entrance of conference during the event
- Listed as "Platinum Sponsor" with URL and company logo on the conference's website
- Banner promo on conference website
- Bilingual profile and advertising materials in the Media Kit CD that will be distributed to all delegates at the conference
- Distribution of corporate giveaways during conference



**Gold**  
10,000 \$

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- Prominent display of sponsor's logo at all phases of conference promotion, including:
  - Conference stage
  - Conference program
  - Website
  - Newsletter
  - Media Kit CD Cover
  - All other promotional pieces
- Five seats reserved for sponsor's organization in prime seating area during conference sessions
- PR exposure through 3 bilingual press releases that will be circulated before and after the event
- Prominent sponsorship signage for sponsor at the entrance of conference during the event
- Listed as "Gold Sponsor" with URL and company logo on the conference's website
- Banner promo on conference website
- Bilingual profile and advertising materials in the Media Kit CD that will be distributed to all delegates at the conference
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## **Silver**

5,000 \$

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- Prominent display of sponsor's logo at all phases of conference promotion, including:
  - Conference stage
  - Conference program
  - Website
  - Newsletter
  - Media Kit CD Cover
  - All other promotional pieces
- Three seats reserved for sponsor's organization in prime seating area during conference sessions
- PR exposure through 3 bilingual press releases that will be circulated before and after the event
- Prominent sponsorship signage for sponsor at the entrance of conference during the event
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## **Media Sponsors**

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iBlog... iMedia is looking for any media support, we are open to all suggestions and to cooperate with online and offline media houses.