



Cristal Club - KSA

Love advertising and share it!



Context

The MENA Cristal Festival has been this year particularly on the rise. The Festival has reinforced its brand image, by improving its reputation and prestige.

Several elements contributed to this development:

- The constant *increasing number of attendees*: more than 500 people this year.
- **The attendance of Mikhail Gorbachev**, former USSR President and founder of Green Cross International.
- High-level Conferences held by *keynote international speakers* such as Mikhail Gorbachev, Richard Pinder (Publicis Worldwide), Osman Sultan (du), Edward Borgerding (Abu Dhabi Media Company)...
- **The networking at the core of the Festival**: convivial lunches and dinners, parties and closing gala dinner, private meetings between top managers... in a unique place.
- *Prestigious Awards Ceremonies* at the Intercontinental Hotel in Mzaar Kfardebian (Lebanon).

Based on its three founding principles, the Cristal Festival allows professionals to:

- Meet in a convivial setting
- Attend prestigious conferences and workshops
- Discover the best creative campaigns through the competitions

During those four days, clients are called up, agencies, producers, media, survey companies and professional associations are taking part to the debates and competitions... **The cutting edge of the networking 24h hours a day!**

But what about the other 361 days?



Concept

The main objective of the Cristal Club - KSA is to extend the key success factors of the MENA Cristal Festival:

- *Enhance networking* in Saudi Arabia between members all year-long: social networks, dedicated section on the Festival website for members, regular meetings...
- Rhythm the year through **meetings bringing together the whole creative community**: agency leaders, creatives, advertisers and the partners of the Festival in Riyadh
- Help the partners of the Festival *increase their visibility* during the year
- Offer *high-level conferences* held by keynote speakers on the hottest current issues
- Highlight *Arabic creativity and cultural specificities* in Saudi Arabian advertising

To reach these objectives, the Cristal Club - KSA organizes regular meetings during the year which are the occasion to:

- attend innovative conferences and showcases of the best pieces of Arabic advertising creativity
- meet and share opinions with all other communications and media professionals of Saudi Arabia

“Saudi Arabia is the largest market in the GCC and thus should be heavily investing in developing local talents in all disciplines related to Communication. Drive has always been at the forefront of promoting local talents. It is about time that the Cristal Club, which has been a success in other parts of the GCC, be introduced in KSA with the support of all major players (Agencies, Media, Clients).

The role of the Cristal Club will be to create a synergy between all players, with the intention of sharing experiences, add value to the creative and production outputs, while encouraging young Saudi Talents.

We hope the Cristal Club will see the light through the support of the whole industry”.

Cheriff TABET, CEO – Drive communication



Program

Main content:

- 1- Expansion of Young directors recruitment for the *Young Directors Forum* including a final selection mid November 2010 judged by regional producers & TV producers in order to encourage Saudi talents.
- 2- *Showcase of the best film productions and ad campaigns* from KSA, with a focus on local cultural specificities.
- 3- *Highlight of KSA main brands and advertisers.*

1st working meeting – 26 September 2010:

- Introduction by Christian Cappe, CEO of the Cristal Festival Network

Presentation of the different opportunities for Club members: organization of a Think Tank.

Action plan defined by all agencies on the establishment of the Cristal Club in KSA, definition of the main theme of the club ("Love advertising and share it") and how to decline it in KSA...

Brainstorm on partners to be associated.

Definition of procedures and action plan in order to prepare the official launch of the Cristal Club- KSA in November 2010..

Official Launch – Mid-November 2010:

Program will be communicated after the first working meeting in September.



The Members

>> **Honor members**

The honor members are:

- **All clients** invited by the Mena Cristal Festival (previous and coming jury members and speakers)
- **Partners** of the MENA Cristal Festival from the 1st of March 2010
- **Jury members** (agencies and clients) of the MENA Cristal Festival 2011
- **Keynote speakers** of the MENA Cristal Festival 2011

>> **Registered members**

Any professional with a senior position and working in the advertising and media industry can get registered to the Club by subscribing to the Premium Delegate Pass valid for 12 months from the day of subscription.

The Premium Delegate Pass includes:

- All meetings organized with the Cristal Club during 12 months
- A networking service within the Club
- The possibility to broadcast information on the news page of the festival website www.menacristal.com
- One weekly pass for the MENA Cristal Festival 2011 (access to conferences, workshops, competitions screening, awards ceremonies, lunches and dinners)
- A VIP treatment during the festival (personalized welcome, reserved seats at the ceremonies and official dinners)



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