



18 - 19 October 2009,
Abu Dhabi National Exhibition Centre

Why Social Media Forum?

- Understand how to connect and engage with social networks
- Discover the full range of social media opportunities
- Practical guide to getting started with blogs, Twitter and communities
- Build a successful and integrated PR strategy using social media channels
- Manage a crisis online and protect your brand



Harness the power of social media to increase reach, brand awareness and ROI

For the first time in the Middle East a group of social media experts, thought leaders and marketing and communications professionals will come together to discuss the impact and future of social media on the region's marketing, media & communications industries.

The **Social Media Forum on 18 & 19 October 2009** is the **FIRST** social media event in the GCC.

Rob Sherwin, Managing Director of Regester Larkin Middle East, is part of the Advisory Committee of the event and will speak about how to protect your reputation and manage crises in an online world.

He will be joined by representatives from Nestle, Gulf Air, MBC Group, P&G, Google and The National – all of whom have successfully made the switch to social media.

[Click here](#) to register for the event and receive a 15% discount, exclusive to colleagues of Regester Larkin.

I hope to see you and your colleagues in Abu Dhabi.

Kindest regards,

Annemarie Franssen
Senior Conference Manager Social Media Forum

Keynote Speakers



Andrew Bleeker

New Media Director
President Obama
Inaugural Committee
Director Internet Advertising
Obama For America



Joel Berger

Managing Director
GSA & Northern Europe
MySpace / Fox Interactive
Media

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