

International Advertising Association (IAA) & Crowne Plaza Hotel Host their Annual Ghabqa



The International Advertising Association (IAA) & Crowne Plaza hotel hosted a "joint venture Annual Ghabqa" on 12th May 2019 in Al Baraka Grand Ballroom under the patronage of the Governor of Farwaniya Sheikh Faisal Al Humoud Al Malek Al Sabah. The event was attended by Mr. Srinivasan K Swamy, Chairman & World President, Mrs. Thea Skelton Festival Director of Dubai Lynx, Mr. Adnan Al Rashed Honorary IAA President, Mr. Walid Kanafani President of IAA Kuwait Chapter, Mr. Antoine Flouty Area General Manger Kuwait, General Manager Crown Plaza & Holiday Inn Kuwait Al Thuraya City, along with top VIP officials from Media, Advertising agencies, PR companies, Consultancy firms & Market researchers. Over 700 guests attended the event & were welcomed by The Regional Manager of Intercontinental Hotels Group Mr. Antoine Flouty, Area General Manger Kuwait, General Manager Crown Plaza & Holiday Inn Kuwait Al Thuraya City who wished them all a blessed "Ramadan Kareem" & pointed out some of the major achievements of Crowne Plaza. Flouty highlighted that the Al Baraka Grand Ballroom which has been created to satisfy the desires of those who are looking to have their lavish boutique weddings, corporate affairs & social soirees are created by the Crowne Plaza professionals.

Walid Kanafani the IAA President of Kuwait Chapter extended his Ramadan wishes to everybody. Mr. Kanafani detailed in a full presentation the major IAA achievements & activity during last two years. Kanafani mentioned that 2018 is a very special year for the IAA, we are celebrating our 80th Anniversary worldwide & 20th Anniversary in Kuwait. Kanafani highlighted the participation of IAA Kuwait Chapter in the IAA Global Marketing Summit in New York April 2018, Arabnet Conference October 2018 as well as the participation in IAA World Congress Feb 2019 & Dubai Lynx held in March 19 as a major achievement. He announced the future participation of the chapter in Cannes lions June 2019, IAA Global Conference in Bucharest October 2019, Arabnet Conference October 2019 as IAA Kuwait is considered a strategic partner. The conference will highlight the state of digital economy and business in Kuwait, as well as delve into the latest trend in digital media & marketing and the latest trends in mobile and web. & future participation in the IAA World Congress in Russia May 2020. Kanafani discussed the success of the major

Apprentice conference 3 that IAA Kuwait held in March 2019. The IAA Apprentice Conference was conceived to contribute to the much talked about challenges for the marketing and communications industry in attracting the best and brightest young men & women. The inaugural event brought together junior & senior undergraduate students as well as young industry professional delegates. The program includes presentations, discussions & workshops with regional and international industry professionals, recruiters & clients where students had the chance to listen, practice, network & impress! The central idea is to enhance & empower graduating students with first-hand knowledge of real-world industry practice & opportunities in the new communications landscape & to help them get hired. The event witnessed 12 professional speakers with the participation of 120 Students from different local & private specialized universities. Kanafani shared with the audience that the IAA created a campaign to promote advertising. The new IAA "Case for Advertising" campaign focuses on many of the core benefits that are deeply rooted in marketing communications

– that advertising promotes choice; educates; informs; encourages innovation; creates jobs; supports the arts, entertainment & sports; & contributes to the costs of providing news & information. The campaign focus is for consumers & governments to understand the value of advertising in its many forms, including sponsored content. Advertising – your right to choose. Finally, Kanafani encouraged the audience to join the IAA Kuwait Chapter & reap the benefits of the organization. Sheikh Faisal Al Humoud Al Malek Al Sabah thanked IAA & Crowne Plaza by wishing all a Happy Ramadan & appreciated the effort of the IAA to improve the quality of the people working within the Advertising Industry by providing them with insightful seminars, workshops & related trainings. Mr. Srinivasan K Swamy, chairman & IAA Worldwide President extended his Ramadan wishes to the esteemed audience & talked about the latest IAA objectives, IAA Accreditation, The upcoming congress in Russia May 2020 & the positivity of the Kuwait chapter in term of activation in the local market. Mr.

Swamy said over three days, the IAA's World Congress will address the startlingly simple but profound question: What's Coming Next for leaders among marketers, brand custodians & the media.

Mrs. Thea Skelton Festival Director of Dubai Lynx highlight the importance of the participation in Dubai Lynx. Dubai Lynx Awards began in 2006, incorporating the Festival in 2007 and the aim is to fuel creativity across the MENA. Four days festival to include the Gala Awards Dinner. Dubai Lynx has over 64 speakers. IAA Kuwait is considered the exclusive representative of Dubai Lynx in Kuwait.

Walid Kanafani president of IAA Kuwait Chapter honored Sheikh Faisal Al Humoud Al Malek Al Sabah, Mr. Srinivasan K Swamy, Mrs. Thea Skelton, Mr. Antoine Flouty for their support to IAA. In addition, Kanafani honored Al Rai, Al Anba & White Dental Clinic for their participation in provide the audience gift items.

All esteemed honored extended their happiness for their participation in the event by welcoming everyone and encouraged all to work as one hand & as a team to improve the productivity in Kuwait.

A generous raffle draw was also amongst the highlights of the event as well as the Oriental Music Band and a very prestigious laser show.

