



INTERNATIONAL GOVERNMENT COMMUNICATION FORUM

Sharjah Expo Centre, United Arab Emirates

20-21 MARCH
2016

Citizens for Prosperity



CITIZENS FOR PROSPERITY

**H.H. Sheikh
Dr. Sultan bin Mohamed Al Qasimi**
Supreme Council Member and Ruler of Sharjah



**H.H. Sheikh
Sultan bin Mohamed bin Sultan Al Qasimi**
Crown Prince and Deputy Ruler of Sharjah



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Introduction

Under the patronage of His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, Sharjah Media Centre organised the fifth International Government Communication Forum (IGCF 2016) at Expo Centre Sharjah from March 20-21 under the theme 'Citizens for Prosperity'.

The forum discussed the symbiotic relationship between governments and their people, and explored how government communication touches different aspects of people's lives everyday, either directly or indirectly, through its impact on vital socio-economic sectors.

The sectors in focus included education, health care, unemployment and poverty eradication, among others. Through drawing attention to general issues that affect the relationship between

governments and the public, IGCF 2016 emphasised that public interest must be the ultimate priority for governments everywhere.

IGCF 2016 drew the participation of five guests of honour – His Excellency Dr Sultan Ahmed Al Jaber, UAE Minister of State and Chairman of the Board of National Media Council, Amal Alamuddin Clooney, lawyer, international human rights activist and author, Her Excellency Mary Robinson, former President of Ireland and former United Nations High Commissioner for Human Rights, Her Excellency Shamma bint Sohail Al Mazrouei, UAE Minister of State for Youth Affairs, and Christopher Gardner, author and entrepreneur, as well as several international and regional political figures and leaders, including Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Wife of His Highness the Ruler of Sharjah, Chairperson of Nama Women Advancement Establishment, Her Excellency Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Sharjah Investment and Development Authority (Shurooq), Dominique de Villepin, former Prime Minister of France, and Bernard Kouchner, co-founder and former President of Doctors Without Borders and Doctors of the World and former Minister of Foreign and European Affairs of France. In addition, media representatives, academicians, thought leaders, and local, regional and international government communication professionals marked a strong presence at IGCF 2016.

For the first time, the forum this year included a Community Innovation Platform - an interactive and direct communication platform that convened students, innovators and achievers to discuss issues related to education, health, unemployment, culture, youth, technology, family, etc. The platform facilitated a healthy exchange of ideas, expertise, and information about the innovators' achievements and creativity with the audience.

Aimed at equipping the participants with essential skills in decision-making, social media communication strategies and crisis management, the fifth edition of the International Government Communication Forum also hosted a number workshops and interactive lectures over its two-day run.

Final Recommendations

The International Government Communication Forum 2016 made several key recommendations in crucial areas.

Firstly: Language of Communication

1. More attention to the Arabic language and the use of its rich and valuable vocabulary, as well as calling things by their true names to reflect the Arabic identity and language, would contribute to preserving the language and saving it from distortion.
2. Focus on the progress and development of nations and peoples within the framework of safeguarding communities and ethics. In order to be sustainable, this effort must be measured on the basis of a well-designed plan of scientific progress that is driven by moral and social development.

Secondly: Education

1. Technology must be integrated into the educational system, in cooperation with private-sector companies. However, governments rather than private-sector companies must assume responsibility for leading the management and redesign of the educational system.
2. Education should ensure that new generations of students learn how to understand and analyse knowledge and develop critical thinking skills.
3. Schools and governments must focus on the delivery of quality education, moving away from rote learning methods and focusing on the development of knowledge that is based on critical thinking.
4. Acclimatisation and adaptability are the basis of the new education system. The education sector should keep up with changes sweeping the world and provide students with the opportunity to develop new skills to match the challenges of the future.

Thirdly: Facing violence, extremism and hatred

1. Combating violence requires concrete steps and strategies that go beyond military and security measures, including:
 - a. Addressing conditions that lead to terrorism
 - b. Fighting terrorism with all available means
 - c. Building capacities among members of the United Nations
 - d. Ensuring respect for human rights and international conventions
2. Government communication should help build platforms that advance dialogue, such as the IGCF, focusing on the rejection of hate speech and acceptance of other points of view.
3. Government communication should cover all vital and high-impact areas, especially religious beliefs and the ideas of the youth.
4. Young people should be given the chance to secure an education and establish their own families. Women should be empowered to serve society as equal partners capable of directly contributing to the fight against extremism.

Fourthly: Human Rights and Development

1. Government communication must respect human rights, emphasising media transparency and sustained communication between the government and the people.
2. Governments must be more transparent and engage in communication efforts with the international community with respect to human rights. The global reputation of any country today is based on its human rights record, which is reported by mass media, non-governmental organisations and the United Nations, as well as other entities and countries.
3. Government communication must help direct an integrated political project in Africa, reduce the number of refugees globally by finding appropriate jobs, build an integrated health care system and develop an educational system to encourage people to stay in their own countries.

Fifthly: Empowerment of Women

1. Government leaders must make positive affirmations about women's rights to the public and help reinforce women's role in the advancement of society.
2. Empowerment and education of women are imperative to enable women to raise educated generations, and achieve the objectives of the new millennium. Poverty, illiteracy, hunger and disease cannot be overcome without empowering women to have equal rights as men, particularly in important fields like education.
3. Science and critical thinking empower women to gain self-confidence and the ability to defend their rights and dignity while contributing to the advancement of society.

Sixthly: Crisis

1. Governments should be transparent when reaching out to their audience/the media to maintain credibility and build trust.
2. When tackling humanitarian issues, politics should be avoided in order to retain focus on the core issues.
3. There is an urgent need for post-crisis coverage of humanitarian issues.
4. The media should not push the government to act, but should rather focus on putting facts on the table.

Seventhly: Government Communication

1. Government communication should focus on humanitarian principles to instil a social culture that is responsible in dealing with issues like human rights, climate change and justice.
2. Governments should interact with the youth in a more engaging way. They need to use the language of the youth and their tools of communication.
3. Government communication units should be renamed government engagement units.
4. The flow of information should be protected by the law to ensure that all information is disseminated to citizens in a responsible manner and that the channels of communication between governments and citizens are kept open.
5. More government inclusion and interaction with the youth should be encouraged through media forums and face-to-face platforms, particularly when drafting policies and laws related to the youth.

Day 1 - Opening Ceremony

- National Anthem
- Opening Film
- Opening Remarks by Mohammed Khalaf, Director of Sharjah TV and Radio
- Speech of H.E. Sheikh Sultan bin Ahmed Al Qasimi, Chairman of Sharjah Media Centre
- Speech of H.H. Sheikh Dr. Sultan bin Mohamed Al Qasimi, UAE Supreme Council Member and Ruler of Sharjah
- Speech of H.E. Dr Sultan Ahmed Al Jaber, UAE Minister of State and Chairman of the Board of National Media Council
- Speech of Amal Alamuddin Clooney, lawyer, international human rights activist and author

Day 1 - Opening Ceremony

His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, inaugurated the fifth International Government Communication Forum (IGCF 2016) immediately after the emirate was formally conferred the prestigious honour of the 'Capital of Arab Press' for 2016. The opening ceremony was attended by His Excellency Dr Sultan Ahmed Al Jaber, UAE Minister of State and Chairman of the Board of National Media Council, Amal Alamuddin Clooney, lawyer, international human rights activist and author, Her Excellency Mary Robinson, President of Ireland (1990-1997) and United Nations High Commissioner for Human Rights (1997-2002), Her Excellency Shamma bint Sohail Al Mazrouei, UAE Minister of State for Youth Affairs, and Christopher Gardner, author and entrepreneur. The opening was also attended by more than 40 administrative, political and media leaders, and more than 2,500 government communication professionals and university students, as well as government and media representatives.



His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, receiving the flag of the 'Capital of Arab Press' for 2016



**H.H. Sheikh Dr Sultan bin
Mohamed Al Qasimi**

Supreme Council Member and Ruler of Sharjah

“We should not pursue the advancement of today at the cost of tomorrow. This means being aware of the consequences [of development], such as environmental pollution. Pursuing development should not be at the expense of losing our principles and values. Leaders today should understand and own the concept of responsibility and follow principles of sustainable development.”

“We realise that communication is central to the work that governments do and is a driving force in getting that work done. Communication is integral to exploring and foreseeing trends, needs and expectations of public opinion. It helps governments anticipate and act upon the questions raised by the public with regard to their services and programmes.

Through proactive communication, governments now need to target generations that are able and willing to express themselves and are uniquely open to all cultures. We need to listen to them to utilise their innovative ideas and abilities and further develop our countries and societies.”



**H.E. Sheikh Sultan bin
Ahmed Al Qasimi**

Chairman of Sharjah Media Centre



H.E. Dr Sultan Ahmed Al Jaber

UAE Minister of State and Chairman of the Board
of National Media Council (NMC)

Guest of Honour

“We must focus on the continuous development of the media in line with our national principles. Within a framework of responsible freedom, media organisations need to take steps to ensure accuracy and professionalism, and align their operations with rapid technological advancements to strengthen the nation.”

“Human rights have become the language that nations use to communicate with one another and the common yardstick by which all countries are judged. Trade deals, aid packages and appointments to international bodies can be made wholly dependent on a country’s human rights regime. Ultimately, a country’s global reputation stands or falls based on its human rights record, as reported by the media, NGOs, the UN and other states. This means that governments must be vocal and communicate about human rights with the international community.”



Amal Alamuddin Clooney

Lawyer, international human rights activist
and author

Guest of Honour



Day 1 / Overview of Sessions

08:55 - 9:55 / Session 1 Government Communication in Building Knowledge Societies



Fredrik Reinfeldt
Prime Minister of Sweden
(2006-2014)
Speaker



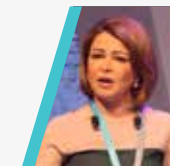
Ziauddin Yousafzai
UN Special Advisor on
Global Education
Speaker



Jordan Casey
Young entrepreneur, owner
of Casey Games and
self-taught programmer
Speaker



Rajai El Khadem
Head of MENA - Public
Sector LTS LinkedIn
Speaker



Mayssoun Azzam
Media personality from
Al Arabiya News Channel
Moderator

11:15 - 12:30 / Session 2 Confronting Extremism: Government Communication and the Creation of a Humanist Culture



**H.E. Nassir Abdulaziz
Al-Nasser**
UNAOC High Representative
Speaker



Dominique de Villepin
Prime Minister of France
(2005-2007)
Speaker



Husain Haqqani
Ambassador of Pakistan to the
United States (2008-2011)
Speaker



Mohannad Al Khatib
Media personality from
Sky News Arabia
Moderator

16:00 - 17:30 / Session 3 The Woman Citizen



**H.H. Sheikha
Jawaher bint
Mohammed Al Qasimi**
Wife of His Highness
the Ruler of Sharjah,
Chairperson of Nama Women
Advancement Establishment
Keynote Speaker



Helen Clark
Administrator of the UN
Development Programme
and Prime Minister of New
Zealand (1999-2008)
Speaker



Tina Brown
Journalist, Founder of
"Women in the World" and
CEO of "Tina Brown Live
Media"
Speaker



Dr Sakena Yacoobi
President and Executive
Director of the Afghan
Institute of Learning (AIL)
Speaker



Lawrence Chickering
Founder and President of
"Educate Girls Globally"
Speaker



Muna Abu Sulayman
Media personality
from MBC
Moderator

Day 1 - Session 1

Government Communication in Building Knowledge Societies

The first session of the International Government Communication Forum 2016 highlighted the important role of government communication in shaping public opinion to ensure advancements in the existing education system. Experts called for greater alignment of modernisation policies in the education system with the country's overall development goals. Panelists headlining the session also reiterated the importance of education in shaping a knowledge-based economy and in creating an enlightened and empowered workforce.

Themes

- The role of government communication in shaping public opinion to ensure further progress in the existing education system
- The role of government communication in aligning modernisation policies in the educational system with the country's overall development goals
- The role of government communication in influencing policies in both private and public educational institutions
- Review of the interactive communication platforms that help reach out to the public more effectively
- The role of government communication in the dissemination of information and exchange of successful experiences in the course of progress of education within each country



Speakers

- Fredrik Reinfeldt, Prime Minister of Sweden (2006-2014)
- Ziauddin Yousafzai, UN Special Advisor on Global Education
- Jordan Casey, young entrepreneur, owner of Casey Games, self-taught programmer (16 years old)
- Rajai El Khadem, Head of MENA - Public Sector LTS LinkedIn

Moderator

- Mayssoun Azzam, Media personality from Al Arabiya News Channel



Fredrik Reinfeldt

Prime Minister of Sweden (2006-2014)

Speaker

“The education sector is where changes occur most frequently due to technology advancements and the internet. Therefore, schools will need constant upgrading to better prepare students to be critical thinkers in the real world. New technology is the world of knowledge and technology is our way into knowledge.”

“True education is a system that prepares kids for the challenges of tomorrow.”



Ziauddin Yousafzai

UN Special Advisor on Global Education

Speaker



Jordan Casey

Young entrepreneur, owner of Casey Games
and self-taught programmer

Speaker

“We are very fortunate to be born in the internet era, where we can reach billions of people through just one click. Anyone can achieve more than what they imagine if they set their mind to it.”

“I would like to highlight the importance of reinforcing the knowledge component in society through sharing best practices in education and skills development over social media platforms. The future is always changing, so speed of adaptability needs to change. What we know today will be different tomorrow.”



Rajai El Khadem

Head of MENA - Public Sector LTS LinkedIn

Speaker

Day 1 - Session 2

Confronting Extremism: Government Communication and the Creation of a Humanist Culture

The session was attended by His Highness Sheikh Dr Sultan bin Mohamed Al Qasimi, Supreme Council Member and Ruler of Sharjah, and featured a debate on the critical role of government communication in combating extremism.

Themes

- The role of government communication in identifying the material causes of extremism, such as poverty, ignorance, backwardness and desperation, as well as other cultural and intellectual causes, and in making the necessary intervention
- The role of government communication in upholding the ideal of equality among various segments of the population without discrimination, and in establishing the rule of law as the only reference in resolving disputes
- The role of government communication in holding conferences and public meetings that focus on issues concerning citizens in order to redress them before they snowball into serious grievances
- The role of government communication in spreading the true image of Islam as a moderate religion that respects the rights and obligations of individuals, and not a religion of extremism and hatred of others
- The role of government communication in organising joint initiatives that engage youths from different religions in order to strengthen human relations, refine human conduct and strengthen the sense of belonging to society



Speakers

- H.E. Nassir Abdulaziz Al-Nasser, UNAOC High Representative
- Dominique de Villepin, Prime Minister of France (2005-2007)
- Husain Haqqani, Ambassador of Pakistan to the United States (2008-2011)

Moderator

- Mohannad Al Khatib, Media personality from Sky News Arabia



H.E. Nassir Abdulaziz Al-Nasser
UNAOC High Representative
Speaker

“In the online world, real-time connections allow easy access to information. Extremist groups capitalise on this unregulated world to communicate violent ideologies to the most vulnerable people to undermine our shared values of peace, justice and humanity. This is why we need to continue empowering national communication strategies to align government and media communications for the purpose of addressing and targeting hate speech.”

“Military intervention is not the answer to extremism. It creates more terrorism because it forges connections between small terrorist groups and political groups that may be interested in confronting us, whether it is in the Middle East, Europe or Africa. The only effective response to violence is a united international political approach, even if we do have to use military force at some point.”



Dominique de Villepin
Prime Minister of France (2005-2007)
Speaker



Husain Haqqani

Ambassador of Pakistan to the United States
(2008-2011)

Speaker

“Governments have to stop being reactive and be more proactive in using all means of communication to disseminate the message that one can combine being a Muslim with being modern.”

Day 1 - Session 3

The Woman Citizen

Inaugurated by Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, Wife of His Highness the Ruler of Sharjah, Chairperson of Nama Women Advancement Establishment, the third session of IGCf 2016 examined the role of women in society and the importance of engaging them as proactive drivers of change and contributors to the economy. Offering case studies that highlighted the role of government communication in elevating the status of women in society, the conversation shared best practices of women in leadership and acknowledged women who had achieved desirable change in their communities or within the workforce.

Themes

- Reflection of the experience of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi in her work
- Highlighting the importance of men supporting women by examining the objectives and outcomes of such support
- Highlighting the role of women in society through outlining best practices of women in leadership and women who have served as change agents within their communities or in the workforce
- Emphasising the importance of coordination among relevant international organisations for the success of humanitarian and social initiatives, and discussing the role of government communication in facilitating such coordination and creating the proper public environment to support such initiatives
- Encouraging successful women to mentor young talents and nurture the skills of the next generation of female leaders
- Highlighting sectors that use women as profit accelerators and identifying how governments, together with local and regional private-sector organisations, should react and prevent the abuse of women as commodities
- Evaluating and critically reflecting on the role of government communication in the activation of laws and norms endorsed by international institutions for the protection of women
- The role of government communication in conveying the shining example of the UAE and highlighting the emirate of Sharjah with regard to the projects it undertakes for female and family empowerment



Speakers

- Keynote Speech by H.H. Sheikha Jawaher bint Mohammed Al Qasimi, Wife of H.H. the Ruler of Sharjah, Chairperson of Nama Women Advancement Establishment
- Helen Clark, Administrator of the UN Development Programme and Prime Minister of New Zealand (1999-2008)
- Tina Brown, journalist, Founder of "Women in the World" and CEO of "Tina Brown Live Media"
- Dr. Sakena Yacoobi, President and Executive Director of the Afghan Institute of Learning (AIL)
- Lawrence Chickering, Founder and President of "Educate Girls Globally"

Moderator

- Muna Abu Sulayman, Media personality from MBC

"Women's rights in the UAE have from early days been based on a true partnership between women and men to achieve social and economic stability for the family and the wider community. Given the UAE's considerable development since establishment and the contribution made by the country's women in its growth, the confidence of the UAE leadership with regard to the abilities of Emirati women has gone up significantly."



H.H. Sheikha Jawaher bint Mohammed Al Qasimi

Wife of H.H. the Ruler of Sharjah, Chairperson of Nama Women Advancement Establishment

Keynote Speaker



Helen Clark

Administrator of the UN Development Programme
and Prime Minister of New Zealand (1999-2008)

Speaker

“It is crucial for women to claim leadership roles for two key reasons - first, young girls will look at female leaders as role models and strive to achieve more from an early age; second, the only way to bring about desired change that impacts women on a societal level, such as longer parental leave, equal job opportunities and equal pay, is for women to assume leadership roles in politics.”

“A platform, such as the Women in the World summit, is critical for drawing the media’s attention to the women behind the headlines. The media is an important tool for influential women to share their messages worldwide, to be introduced to potential supporters and donors, and to build a network for future cooperation.”



Tina Brown

Journalist, Founder of “Women in the World”
and CEO of “Tina Brown Live Media”

Speaker



Dr Sakena Yacoobi

President and Executive Director of the Afghan Institute of Learning (AIL)

Speaker

“We need to educate young women to let them know about the rights they are entitled to. We need to establish a school curriculum that would enable them to understand issues of human rights, government, and female leadership.”

“While we were empowering tribal girls in remote areas in India through the Educate Girls programme, it was interesting to note that we empowered the girls to begin with; however, the young girls took ownership to grow further. People are assets, the only currency that we actually needed was empowerment.”



Lawrence Chickering

Founder and President of “Educate Girls Globally”

Speaker

Day 2 - Opening Remarks

- National Anthem
- Speech of H.E. Mary Robinson, President of Ireland (1990-1997) and United Nations High Commissioner for Human Rights (1997-2002)
- Speech of H.E. Shamma bint Sohail Al Mazrouei, UAE Minister of State for Youth Affairs
- Speech of Christopher Gardner, author and entrepreneur

“There are a number of processes that can be included in any good proactive government communication. The first important process is to have a periodic review. The report would be from each state, as well as from stakeholders and NGOs, and is a good process as it allows contributions from citizens and not just governments.

Each government has a duty to ensure that human rights are respected and protected. Every organisation and corporation should conduct due diligence so that governments are aware that human rights are being respected.”



H.E. Mary Robinson

President of Ireland (1990-1997) and United Nations High Commissioner for Human Rights (1997-2002)

Guest of Honour



“There must be more than one pathway of communication and government communication must be to the youth, from the youth. We must change the way we communicate with the youth. We need to use the language they are using and the platforms and tools they use.”

**H.E. Shamma
bint Sohail Al Mazrouei**
UAE Minister of State for Youth Affairs
Guest of Honour



“It’s a fact that one percent of human beings on the planet are on the run, from wars and conflicts, from climate change and other factors. These people are sometimes referred to as immigrants, refugees and other terms. I call them survivors.”

Christopher Gardner
Author and entrepreneur
Guest of Honour



Day 2 / Overview of Sessions

09:00 – 10:15 / Session 1 Natural and Humanitarian Disasters: From Crisis Management to Strategic Communication



David Miliband
President and CEO of
the International Rescue
Committee (IRC) and Secretary
of State for Foreign Affairs of
the United Kingdom
(2007-2010)
Speaker



Bernard Kouchner
Co-founder and President
of Doctors Without Borders
(1971-1979) and Doctors
of the World (1980-1988),
and Minister of Foreign and
European Affairs of France
(2007-2011)
Speaker



**Fahad Abdulrahman
bin Sultan**
Deputy Secretary
General of Marketing
and Fundraising at the
Emirates Red Crescent
(ERC)
Speaker



John Simpson
World Affairs Editor at BBC
Speaker



Hamed bin Karam
Media personality from
Sama Dubai
Moderator

11:15–12:30 / Session 2 Government Communication and Protection of the Social Structure



**H.E. Sheikha
Bodour bint Sultan Al Qasimi**
Chairperson of Sharjah
Investment and Development
Authority (Shurooq)
Speaker



Habib Al-Sayegh
Advisor to Dar Al Khaleej
and its Executive Chief
Editor, Chairman of the
Emirates Writers' Union and
Secretary-General of the
Union of Arab Writers
Speaker



Ndaba Mandela
Grandson of Nelson
Mandela and Founder and
Chairman of Africa Rising
Foundation
Speaker



Faisal bin Huraiz
Media personality from
Sky News Arabia
Moderator

Day 2 - Session 1

■ Natural and Humanitarian Disasters: From Crisis Management to Strategic Communication

Outlining the role of government communication units in dealing with critical natural and humanitarian disasters, human rights leaders and media experts discussed the importance of the government's response in shaping public opinion.

The session highlighted the challenges government communication units face, the steps needed to deal with the aftermath of a crisis, the public impression about disaster preparedness and the ease with which the media handles emergencies.

Themes

- The role of government communication in creating procedural and psychological preparedness among the public even prior to a crisis
- The role of government communication in briefing the public about steps taken in dealing with the aftermath of the crisis, thereby strengthening public confidence in the capabilities of the government
- The role of government communication in persuading the public to join the authorities or voluntary organisations in helping to evacuate those affected or provide assistance to the needy
- The role of government communication in supporting extensive public outreach programmes that strengthen the presence of the state among the citizenry and enhance the image of the country
- Tackling the psychological and social impact in the aftermath of a crisis



Speakers

- David Miliband, President and CEO of the International Rescue Committee (IRC), and Secretary of State for Foreign Affairs of the United Kingdom (2007-2010)
- Bernard Kouchner, Co-founder and President of Doctors Without Borders (1971-1979) and Doctors of the World (1980-1988), and Minister of Foreign and European Affairs of France (2007-2011)
- Fahad Abdulrahman bin Sultan, Deputy Secretary General of Marketing and Fundraising at the Emirates Red Crescent (ERC)
- John Simpson, World Affairs Editor at BBC

Moderator

- Hamed bin Karam, Media personality from Sama Dubai



David Miliband

President and CEO of the International Rescue Committee (IRC) and Secretary of State for Foreign Affairs of the United Kingdom (2007-2010)

Speaker

“Governments face two dangerous and potentially harmful temptations. One is to impose a communication blackout and shield the media from the truth. The second is to monopolise wisdom and pretend that it (the government) knows everything. Governments can build trust only through offering information to the media and informing the public about what they do and do not know. Governments should not shy away from interrogations, but instead address concerns honestly.”

“The government plays a big role in affecting change and shaping public opinion. If governments do not take action, then problems of racism, nationalism and populism will adversely impact humanitarian issues.”



Bernard Kouchner

Co-founder and President of Doctors Without Borders (1971-1979) and Doctors of the World (1980-1988), and Minister of Foreign and European Affairs of France (2007-2011)

Speaker



Fahad Abdulrahman bin Sultan

Deputy Secretary General of Marketing and Fundraising at the Emirates Red Crescent (ERC)

Speaker

“The media plays an important role in helping humanitarian organisations plan, manage and anticipate disasters. The region requires a media outlet with a humanitarian agenda - one that documents and covers humanitarian disasters and issues.”

“The media currently tries to push governments to take action rather than making the effort to present facts. Media organisations need to take a more natural approach and remember that they should appeal to ordinary people and report on humanitarian issues in a way that elicits a humane response from the public.”



John Simpson

World Affairs Editor at BBC

Speaker

Day 2 - Session 2

Government Communication and Protection of the Social Structure

In this session, speakers highlighted the idea that governments must interact with their citizens in a more dynamic manner. Experts recommended using a two-way approach to ensure that governments are truly able to address the needs of their citizens. The panel session addressed the role of government communications in protecting the family unit amidst external cultural influences and stressed the link between national identity and nationalisation policies targeting the youth and adopting an attitude of respect towards other national, social and cultural groups and identities across the globe.

Themes

- The role of government communication in protecting the strong and cohesive structure of the family unit in the face of external cultural influences
- The role of government communication in emphasising the link between national identity and nationalisation policies
- The role of government communication in targeting the youth, urging them to protect their social identity and to fight against disintegration and divisiveness
- The role of government communication in adopting an attitude of respect towards other national, social and cultural groups and identities across the globe



Speakers

- H.E. Sheikha Bodour bint Sultan Al Qasimi, Chairperson of Sharjah Investment and Development Authority (Shurooq)
- Habib Al-Sayegh, Advisor to Dar Al Khaleej and its Executive Chief Editor, Chairman of the Emirates Writers' Union and Secretary-General of the Union of Arab Writers
- Ndaba Mandela, grandson of Nelson Mandela and Founder and Chairman of "Africa Rising Foundation"

Moderator

- Faisal bin Huraiz, Media personality from Sky News Arabia



**H.E. Sheikha
Bodour bint Sultan Al Qasimi**
Chairperson of Sharjah Investment and Development
Authority (Shurooq)
Speaker

“Through communication, we are exposed to various cultures and our children are exposed to them as well. This is an extremely positive thing I believe. As long as they retain their Emirati culture, this diversity and exposure as a result of today’s modern communication is positive and will enhance their lives.

The role of government communications is very important to promoting culture and identity among future generations. However, efforts are required at both the government and community levels and there needs to be greater interaction between the two to find the best solutions for protecting the identity of youth.”

“We need ministers and leaders to speak out more and communicate with journalists and people directly, particularly at the time when national policies and laws are being drafted. This will make leaders more accountable and better role models.”



Habib Al-Sayegh
Advisor to Dar Al Khaleej and its Executive
Chief Editor, Chairman of the Emirates Writers'
Union, and Secretary-General of the General
Union of Arab Writers
Speaker



Ndaba Mandela

Grandson of Nelson Mandela and Founder and Chairman of "Africa Rising Foundation"

Speaker

"I think it is very important for the government to speak not at people, but to people. It is also very important to make sure that the people who are impacted by government programmes, be they the youth, the elderly or the disabled, are part of that conversation."

Interactive Session

Communication Drives Government Policies

The session focused on the significant role of government communication in supporting, developing and formulating government policies. Examining how government communication could be an important and vital source in policymaking, the panel reiterated its crucial role in understanding and analysing public opinion.

Following the session, participants could:

- Recognise the strategic ties between communication and government policies and understand communication as a strategic enabler of government work
- Identify the communication tools needed to support and develop government policymaking
- Exchange views and experiences about the uses and applications of communication in shaping government policies

Speakers

- Khadija Hussain, Director of Communications and Development at the UAE Ministry of Cabinet Affairs
- Rashid Al Falahi, Director of Government Affairs at the Emirates Nuclear Energy Corporation

Moderator

- Hicham El Amrani, consultant



"People are eager for information. They want to know what a decision means for them and how it will benefit them. It is important that government departments use the most appropriate means to reach out to their people and analyse the feedback they receive to ensure the effectiveness of all public policies."

Khadija Hussain

Director of Communications and Development
at the UAE Ministry of Cabinet Affairs

Speaker



"In an era of information overload, it is important for governments to ensure that their communications are straightforward, easy to understand and quickly absorbed. Government departments must make certain that they select the right methods to communicate and tailor their messages to the needs of their target audiences."

Rashid Al Falahi

Director of Government Affairs at the Emirates
Nuclear Energy Corporation

Speaker



Community Innovation Platform

An interactive and direct communication platform where students, innovators and achievers convened to discuss several issues, such as education, health, unemployment, culture, youth, technology and family. The platform will facilitated an exchange of ideas, expertise, and information about the innovators' achievements and students' creativity with the audience. The activity was held in the forum's open area for 25 minutes, and discussions ended with a poll that provided the opportunity for dialogue and interaction between the speakers and the audience.

Day 1 / Session 1



Be Innovative

Khaled Al Amri

Columnist at Al Khaleej Newspaper
and motivational speaker

Speaker

This session highlighted the importance of innovation in the way we live and work, and focused on the importance of innovation in the field of education to prepare future generations for the knowledge society.



The “Heart of the Suburb” Project

Badriyah Al Mazmi

Topographic Engineer at Dubai Municipality and
young Emirati innovator

Speaker

Awarded Mubadala Design Award 2015, the project reflects a dynamic design concept of a neighbourhood community centre that embraces the UAE's natural environment. The project promotes a healthy and active lifestyle, providing activities and services that include sports, leisure, a library, a study room, a workshop, a studio, and multipurpose closed and open galleries for all age groups. The centre is designed to serve as a meeting point for the suburb and help visitors connect and communicate.

Day 1 / Session 2



First Book on Government Communication

Dr Aisha Busmait

University professor, Director of Communication and Marketing at Dubai Sports Council, writer and journalist

Speaker

This session highlighted the book and its focus on a study conducted by Dr. Aisha in line with Sharjah's efforts to promote the concept of government communication.



Zawaj Yaseer Application

Sultan Al Housani

Student at Zayed University

Speaker

Zawaj Yaseer is an application developed by the Technology Innovation College of Zayed University, Abu Dhabi. The app offers users ideas and services to plan cost-effective weddings. The app is considered the first of its kind in the UAE. It aims to save users the trouble of finding a wedding planner and other related services, combining them all in one place.

Day 2 / Session 1



Khalifa SAT

Amer Al-Sayegh

Project Manager, Mohammed Bin Rashid
Space Center

Speaker

This session highlighted the Khalifa SAT project, the first satellite to be built entirely in the UAE by Emiratis.



Ten Inventions by Fatima

Fatima Al Kaabi

Youngest Emirati inventor

Speaker

This session highlighted ten inventions by Fatima Al kaabi. It explored the story behind each invention and what inspired Fatima to become the youngest Emirati inventor.

Day 2 / Session 2



Innovation in Social Awareness

Dr. Rusul Al Nuaimi

Dentist and international self-development coach

Speaker

This session highlighted the idea of spreading social awareness through a shift in approach to leverage the power and reach of social media.



Thamara (fruit)

Mouza Al Shamsi

Student at the American University of Sharjah

Speaker

This session promoted the idea of participating in community service from an early age and proposed the inclusion of a curriculum about “giving” in schools.



Workshops and Interactive Lectures



Workshop 1 / Working with Stakeholders in Communication Strategy

(In collaboration with Thomson Foundation)

The workshop emphasised the need to develop innovative ways to communicate with stakeholders in today's complex media environment. Ron Krover discussed the toolbox and strategies that the European Parliament's communication department has at its disposal to prepare and distribute messages and engage with stakeholders and the general public.

Focus of the workshop:

- / The role of the stakeholders in communication strategy
- / Techniques for engaging with stakeholders
- / Using opinion polls and media monitoring to tailor and improve government communications

Trainer: Ron Korver, Head of the Service for Science and Economy at the Press Unit of the European Parliament



Workshop 2 / Investigative Journalism as a Government Tool for Better Decision-making (In collaboration with Thomson Foundation)

The second workshop discussed the essential role of investigative journalism in helping society and governments overcome illicit and dangerous activities. Outlining a variety of case studies, from exposing landlord housing scandals to unveiling car insurance frauds, Ware highlighted investigative journalism as a tool to uncover and address malpractice in the private sector and counter threats, as well as prosecute criminals and put pressure on various parties, including government legislators, to change laws and impose tougher penalties.

Focus of the workshop:

- / What is unique about investigative journalism
- / Investigative journalism techniques and how they can be practiced within an ethical framework
- / Investigative journalism as a force for good - how it can help governments serve the public better
- / How to react to investigative journalism

Trainer: John Ware, investigative TV reporter



Interactive Lecture 1 / The Impact of the United Nations Alliance of Civilisations (UNAOC) Programmes: Involving Youth in the Promotion of Tolerance and Diversity across the World (In collaboration with UNAOC)

The first interactive lecture elaborated on the role of UNAOC programmes and initiatives as a premier global platform for intercultural dialogue and the promotion of inclusiveness and diversity. UNAOC invests in outstanding youth leaders and initiatives that promote intercultural understanding and positive social action for the development of peaceful and inclusive societies.

Focus of the lecture:

- / Presenting the impact UNAOC programmes have on the involvement of youth from around the world in the global effort to prevent radicalisation and xenophobia at grass-roots level
- / Facilitating the global conversation on diversity and promoting change in policy frameworks, preventing identity-based tensions, supporting grass-roots initiatives, raising awareness and mobilising public support for tolerance and inclusion

Speakers: Alessandro Girola, Programming Coordinator, UNAOC and Paloma Haschke-Joseph, Project Management Specialist - Intercultural Engagement, UNAOC



Interactive Lecture 2 / Prevention of Violent Extremism and Hate Speech: Sharing Good Practices in the Use of Social Media (In collaboration with UNAOC)

The second interactive lecture focused on preventing and countering the agenda of intolerance and hatred. The speakers outlined the UNAOC's initiative that aims to tackle xenophobia, stigmatisation, polarisation and discrimination, which occur as a result of hate speech. UNAOC launched the initiative on hate speech in 2015 to act as a platform for governments, media professionals and civil society groups to share best practices. The initiative has specifically focused on engaging the global media, including international journalists and spokespersons who are well-positioned to report on hate speech, violence and prejudice.

Focus of the lecture:

- / Introduction to complete and nuanced understanding of hate speech
- / Discussing underlying reasons behind the surge in hate speech and cyber extremism incidents
- / Presenting ways to counter hate speech and help prevent violent extremism through good practices in using social media

Speakers: Nihal Saad, Chief of Cabinet & Spokesperson for the High Representative of the UNAOC and Thibault Chareton, Project Management Specialist – Media and Migration, UNAOC



Interactive Lecture 3 / Social Media Strategy (In collaboration with Sky News Arabia)

This interactive lecture set out some of the key steps to forming the right strategy for the use of social media in business. It also shed light on how to optimise the performance on social media through an actionable strategy using storytelling, engaging content generation and social media smart monitoring.

Focus of the lecture:

- / Introduction: facts and statistics
- / The 3-pillar digital strategy
- / How to create a great social media strategy
- / The art of social media

Speakers: Thair Soukar, Head of Digital Strategy, Sky News Arabia



Interactive Lecture 4 / Government Communication - New Strategies to Interact with the Public (In collaboration with Sky News Arabia)

The engaging lecture outlined the importance of innovative communication for governments, with a special emphasis on social media, which continues to influence and engage a vast and increasing number of individuals globally.

Focus of the lecture:

- / Role of social media in societies
- / Government communication in the era of social media
- / Best ways to engage with people
- / Finding new strategies and coping up with the quick train of change

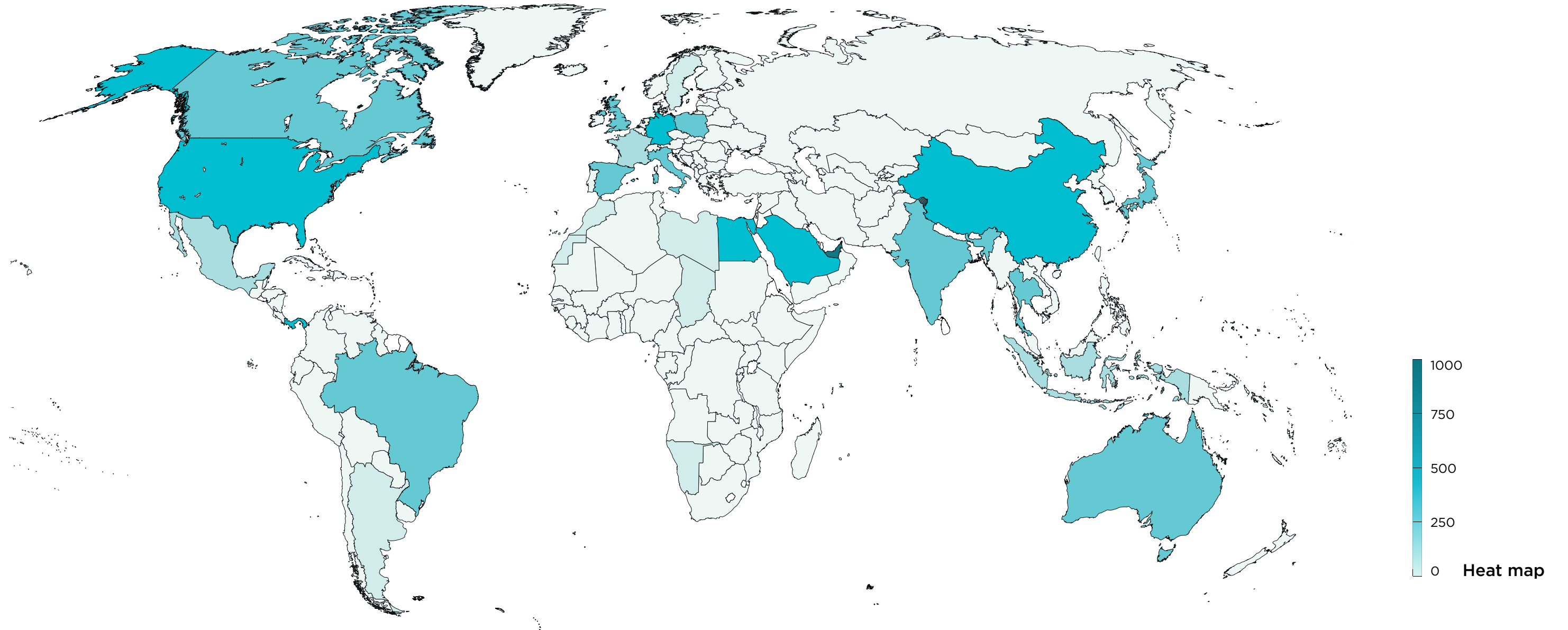
Speakers: Abdouh Gadallah, Social Media Editor, Sky News Arabia

Media Coverage

MEDIA COVERAGE

The International Government Communication Forum 2016 (IGCF 2016), held from March 20-21, attracted unprecedented media coverage, achieving a remarkable 46% increase in terms of response by the number of news publications in comparison with its previous editions.

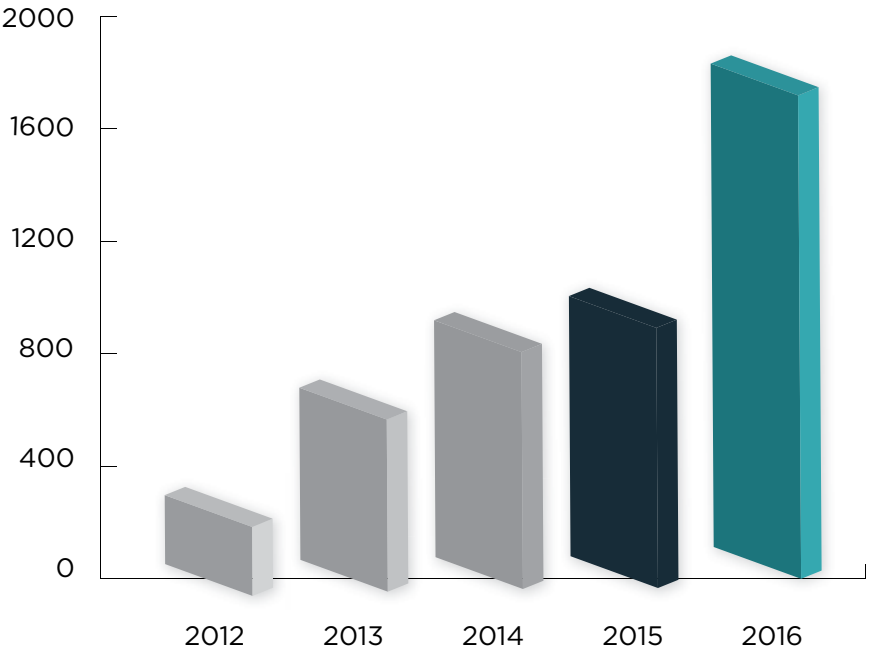
This year, the media published 1790 stories about the IGCF (worth over AED 22,729,318) reaching a whopping more than 500 million listeners, readers and viewers in 47 countries around the world.



MEDIA COVERAGE

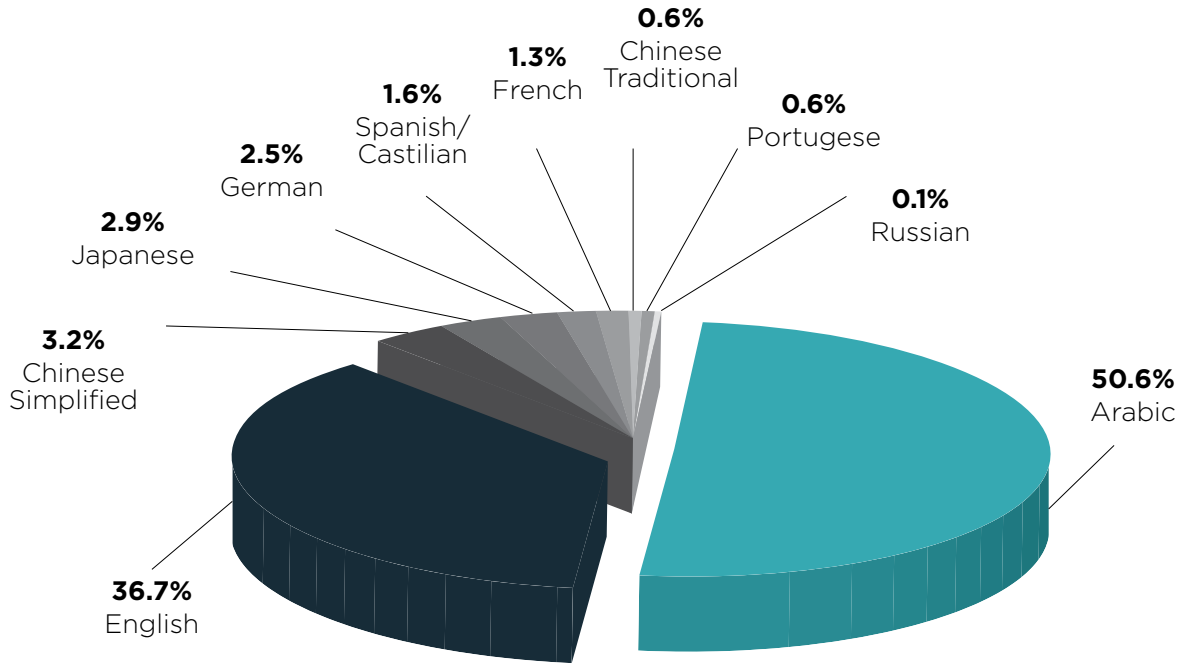
Media coverage of IGCF 2016 in comparison with previous editions

IGCF	Count
2016	1790
2015	966
2014	907
2013	659
2012	264



MEDIA COVERAGE

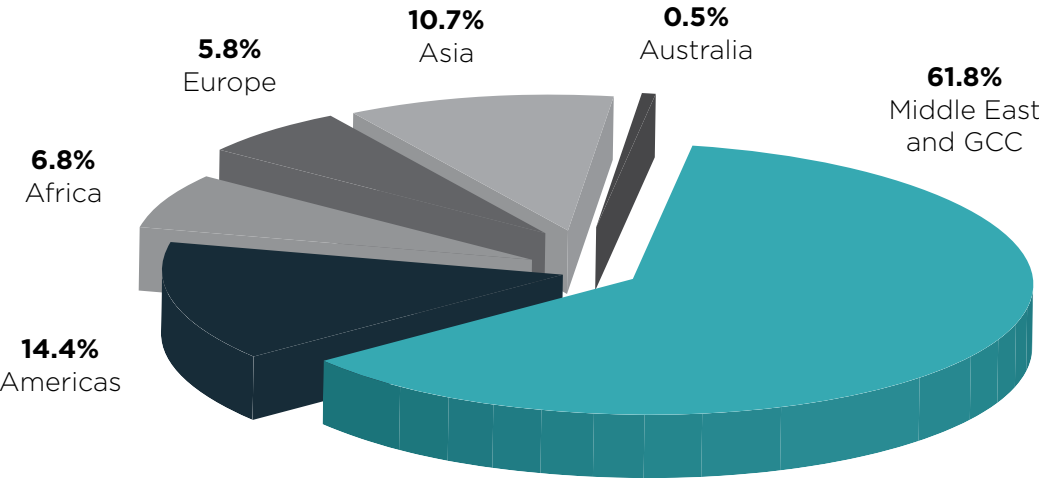
Media coverage by language



MEDIA COVERAGE

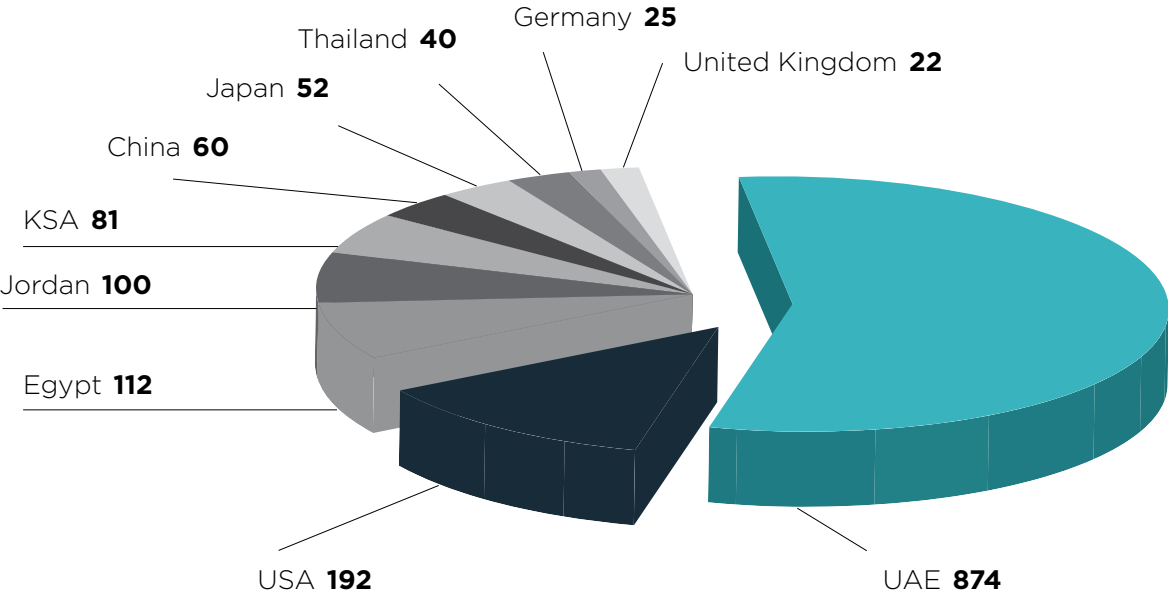
Media coverage by geographical region

Geographic Region	Count
Middle East and GCC	1107
Americas	258
Africa	122
Europe	104
Asia	191
Australia	8
Total	1790



MEDIA COVERAGE

Top 10 countries covering IGCF 2016



MEDIA COVERAGE

Media coverage by country

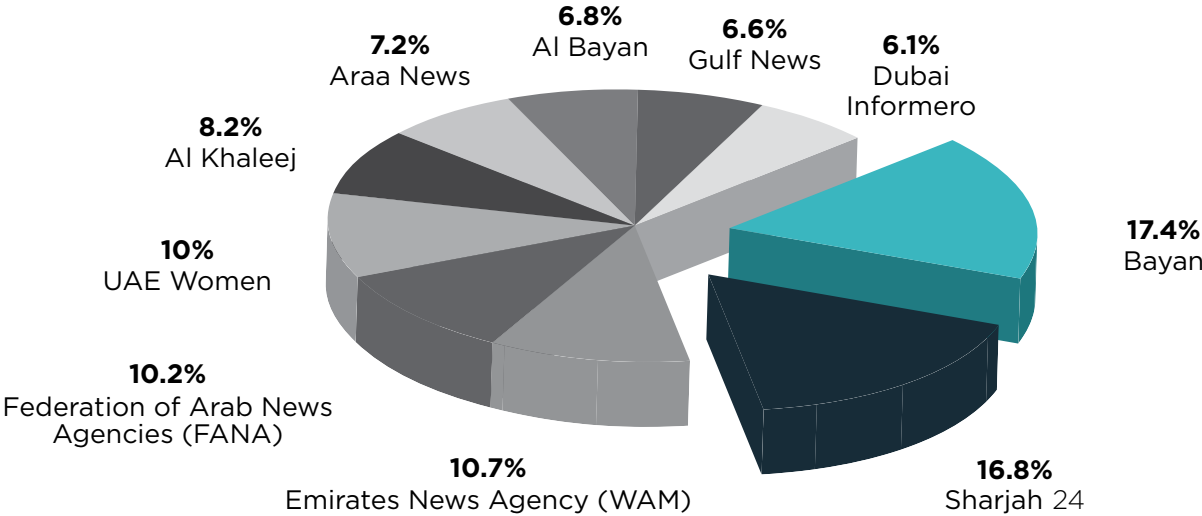
Source	Count
United Arab Emirates	874
Canada	18
Panama	18
Brazil	22
United Kingdom	22
Mexico	3
France	7
Argentina	2
Namibia	4
Morocco	2
Spain	11
Italy	8
Germany	25
Sweden	2
Poland	9
Russia	1

Source	Count
Egypt	112
Jordan	100
Lebanon	9
Kingdom of Saudi Arabia	81
Iraq	3
Iran	1
Kuwait	17
Qatar	14
United States of America	192
India	10
China	60
Thailand	40
North Korea	4
Japan	52
Hong Kong	10
Indonesia	4

Source	Count
Australia	8
Austria	6
Singapore	7
Switzerland	5
Belgium	4
Mexico	3
Holland	3
Bahrain	7
Chad	2
Libya	2
Portugal	2
Pakistan	1
Palestine	1
Taiwan	1
Yemen	1

MEDIA COVERAGE

Top 10 sources covering IGCf 2016



Cloud: keywords mostly associated with IGCf



MEDIA COVERAGE

Sentiment

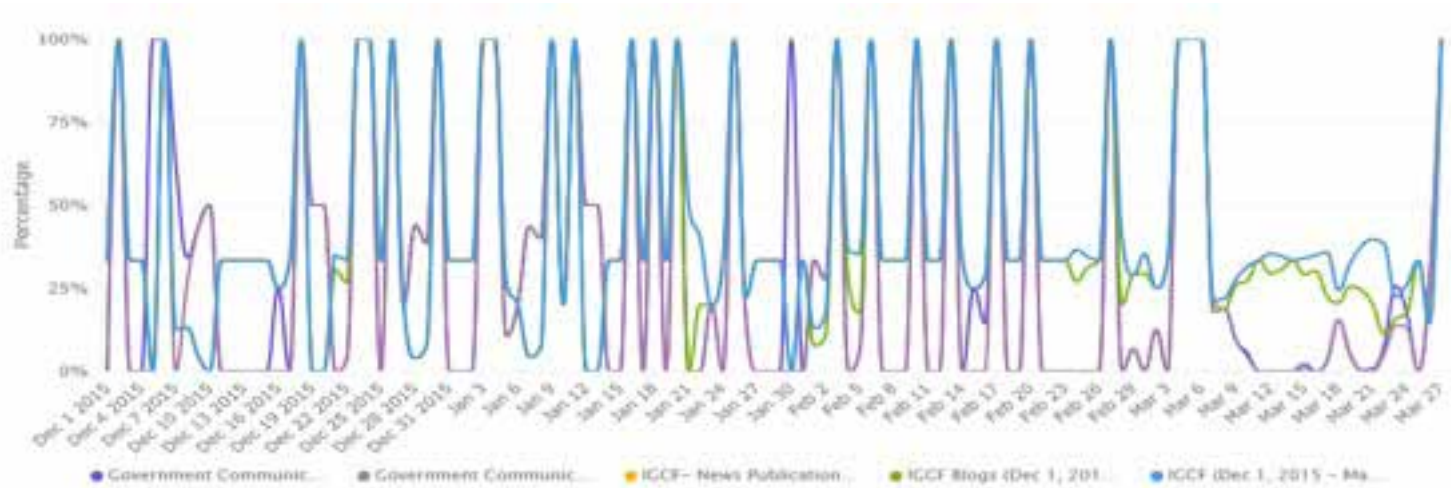
News of the IGCF 2016 attracted considerable attention globally and the general impression among the print and online readers was very positive, from early December 2015, when the media started to write about the fifth edition of the Forum, to late March 2016, when the positive sentiment reached its strongest during the time around the two-day event.



MEDIA COVERAGE

Media Exposure

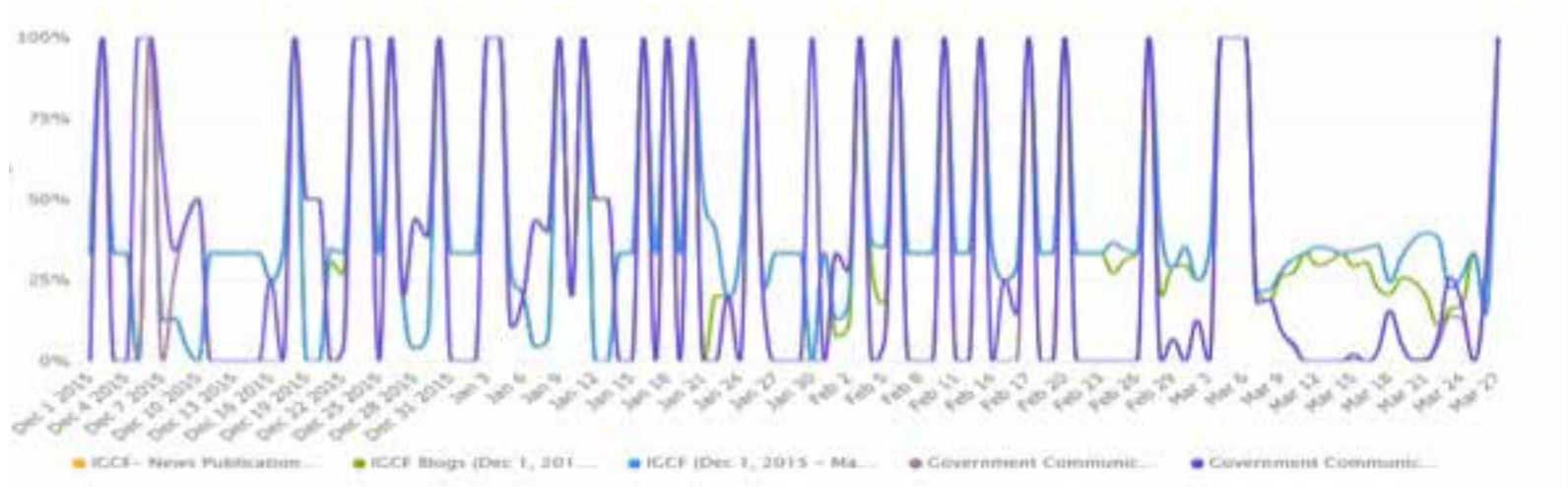
Beginning in December 2015 until the end of March 2016, the IGCF 2016 recorded highest media exposure, according to internationally accepted media exposure criteria estimating the coverage and reach. During this period, the media exposure often touched 100%, suggesting the importance given to the news and reports about the IGCF 2016 by the local, regional and international media.



MEDIA COVERAGE

Share of voice

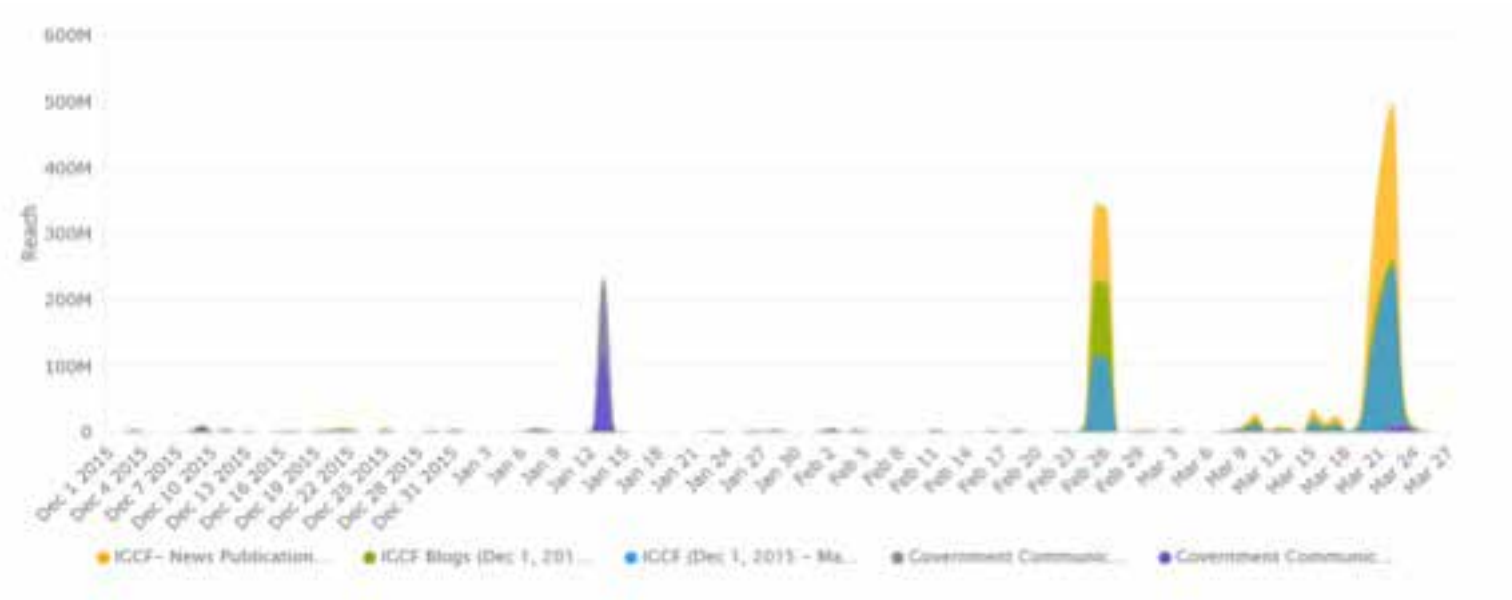
Doubtless, the IGCF has emerged as one of the most important qualitative forums internationally, at all levels, be it in terms of the range of issues and subjects covered or the extensive media coverage the forum has received around the world. The share of the IGCF 2016 media coverage often reached 100%, which was worth Dh 23 million. During the measured period, from December 2015 to March 2016, the IGCF 2016 news claimed maximum media attention and saturation coverage with all the news about the Forum getting published and reaching the public.



MEDIA COVERAGE

Potential reach

Nearly half a billion people around the world followed the news of IGCF 2016. From December 2015 to January 2016, the time which saw the first IGCF 2016 news publications, the number of those people exceeded 250 million. By late February 2016, the number exceeded 350 million people, and it touched 500 million people with the launch of the event in March 2016.



MEDIA COVERAGE

Top news websites

It is worth noting that IGCf 2016 received substantial attention from the media and the public across the Gulf region. However, the massive population of China helped its web portals attract large numbers of visitors and top the list of websites that covered the fifth edition of the IGCf.

Source	Estimated Readership
中华网 - 科技频道 CDC - Technology Channel	202.2 M
Yahoo! Finance	95.6 M
财经频道 - 中国日报网 CNBC - China Daily	86.4 M
Bloomberg	70.2 M
Reuters Press Release News Headlines	33.9 M
CNBC	32.3 M
Al-Masry Al-Youm	31.8 M
PR Newswire	30.3 M
エキサイト Excite	29.2 M
朝日新聞 Asahi Shimbun	28.9 M

MEDIA COVERAGE



حاكم الشارقة يتجول في أروقة المنتدى

قام صاحب السمو الشيخ الدكتور سلطان بن محمد القاسبي عضو المجلس الأعلى حاكم الشارقة، بتجولة في أروقة المنتدى الدولي للاتصال الحكومي والشفافية خلال افتتاح سموه لتفاعليات المنتدى يوم أمس، واستمع سموه خلال جولته لبرامجيات وأفنية من أروقة المنتدى، ومما تقدمه من خدمات لبروفا، ودورها في إثراء المنتدى.

تصوير: محمد الطاهر يوسف الأثير

سلطان خلال تجوله في أروقة المنتدى برافعة سلطان بن أحمد

MEDIA COVERAGE

‘Speed of adaptability needs to change’

By a Staff Reporter March 21, 2016 [Print](#) [Send to Friend](#)



Sharjah: Government communication practitioners must play a crucial role in shaping need-based education policies and reforms to develop education systems that are relevant and effective in coping with today's challenges, experts reiterated during a session of the fifth International Government Communication Forum (IGCF 2016).



Titled 'Government Communication in Building Knowledge Societies', the session highlighted the important role of government communication in shaping public opinion to ensure advancements in the existing education system. Experts called for greater alignment of modernisation policies in the educational system with the country's overall development goals.

Panelists headlining the session also reiterated the importance of education in shaping a knowledge-based economy and in creating an enlightened and empowered workforce.



Former Prime Minister of Sweden Fredrick Reinfeldt highlighted that the education sector is where changes occur most frequently due to technology advancements and the Internet. Therefore, schools will need constant upgrading to better prepare students to be critical thinkers in the real world.

Applauding young entrepreneur and owner of Casey Games Jordan Casey on his remarkable achievement in contributing to education through the Internet and modern technology, Reinfeldt added, "New technology is the world of knowledge and technology is our way into knowledge."

Greater efforts sought to ensure human rights are protected

Afkar Abdullah/Sharjah
Filed on March 22, 2016 | Last updated on March 22, 2016 at 07:09 am

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Christopher Gardner at IGCF.
(M.Sajjad)

Author of 'The Pursuit of Happyness' and entrepreneur, Christopher Gardner, spoke about 'Spiritual Genetics'.

The UAE Government must make a greater effort to protect the rights of labourers, said Mary Robinson, former president of Ireland and UN High Commissioner For Human Rights, during Sharjah International Government Communication Forum (IGCF) which concluded on Monday.

Addressing a session on the second day of the IGCF2016, she drew on her experiences in the UN to speak about government policies and their relevance in the context of communication.


Shamma bint Sohail Al Mazrouei, Minister of State for Youth Affairs, said: "The UAE leadership interacts and communicates with all segments of society, through various platforms. All our leaders are our role models."

Author of 'The Pursuit of Happyness' and entrepreneur, Christopher Gardner, spoke about 'Spiritual Genetics'. "It's a fact that one per cent of

RELATED ARTICLES

 Amel Clooney among top five speakers at Sharjah forum - Khaleej Times
Mar 13, 2016

 Women's role crucial in development, says Jawaher - Khaleej Times
Mar 21, 2016

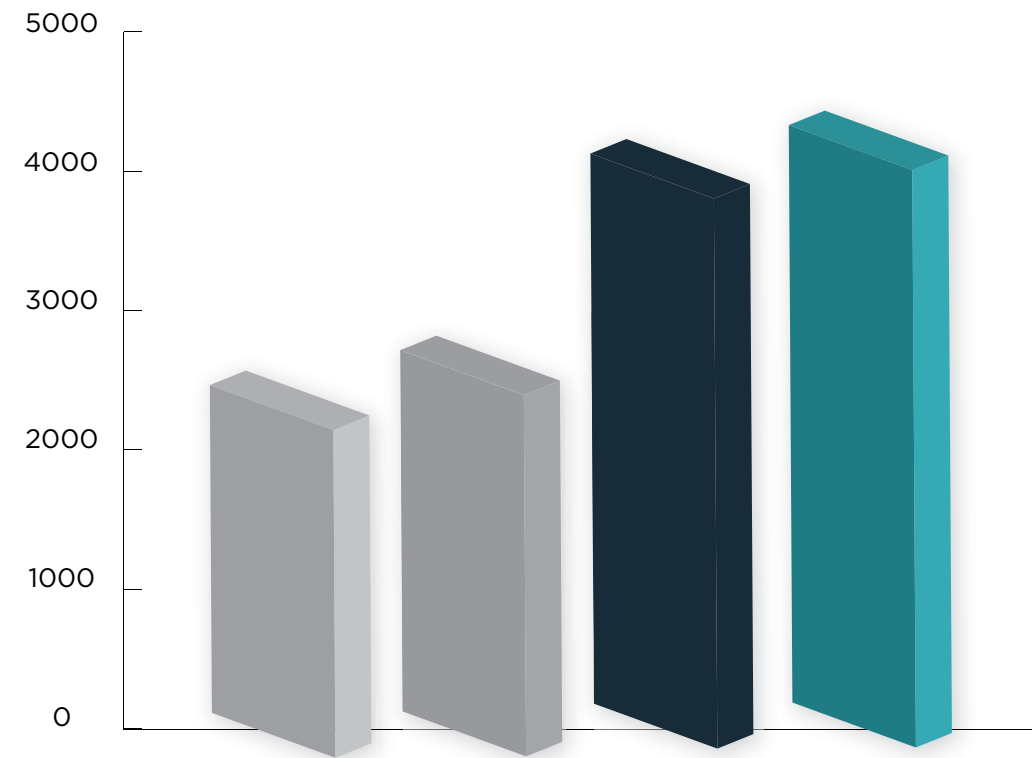
 Call for sustainable development at IGCF - Khaleej Times
Mar 21, 2016

Participation

PARTICIPATION

Attendance at IGCf 2016 compared to previous editions

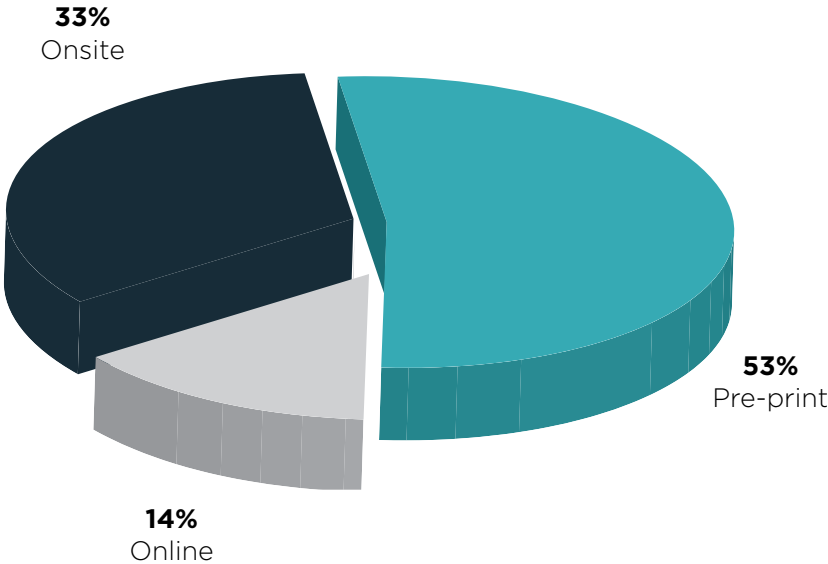
It is worth noting that IGCf 2016 received substantial attention from the media and the public across the Gulf region. However, the massive population of China helped its web portals attract large numbers of visitors and top the list of websites that covered the fifth edition of the IGCf.



Forum	Count
2016	4239
2015	4196
2014	2756
2013	2500

PARTICIPATION

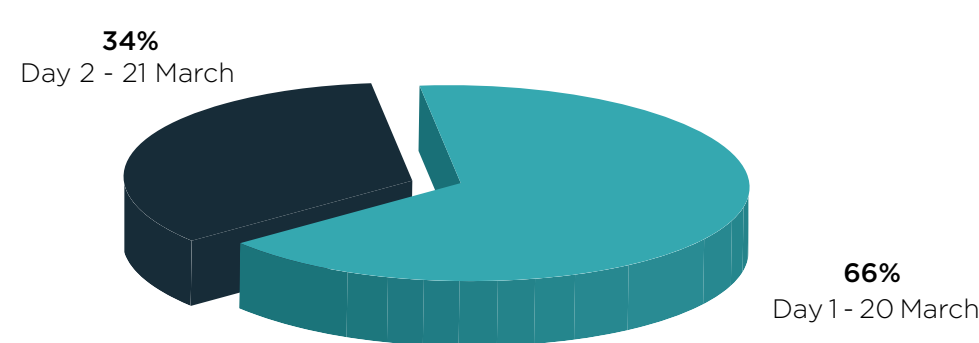
Registration mode analysis



Mode	Count
Pre-print	2231
Onsite	1406
Online	602
Total	4239

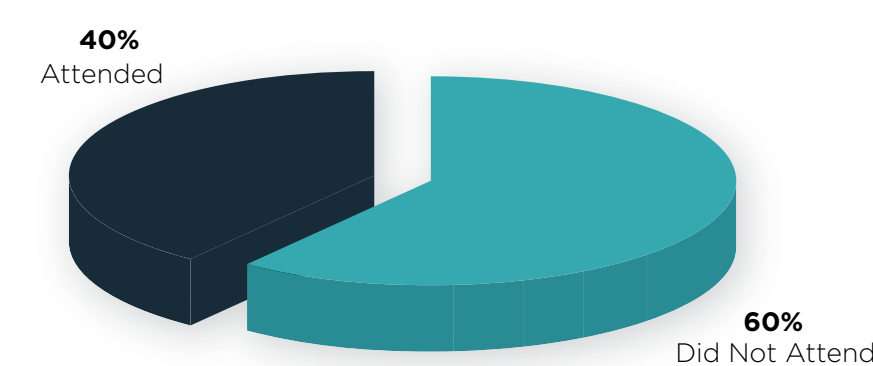
PARTICIPATION

Day-wise attendance analysis



Date	Count
Day 1 - 20 th March	2809
Day 2 - 21 st March	1430
Total	4239

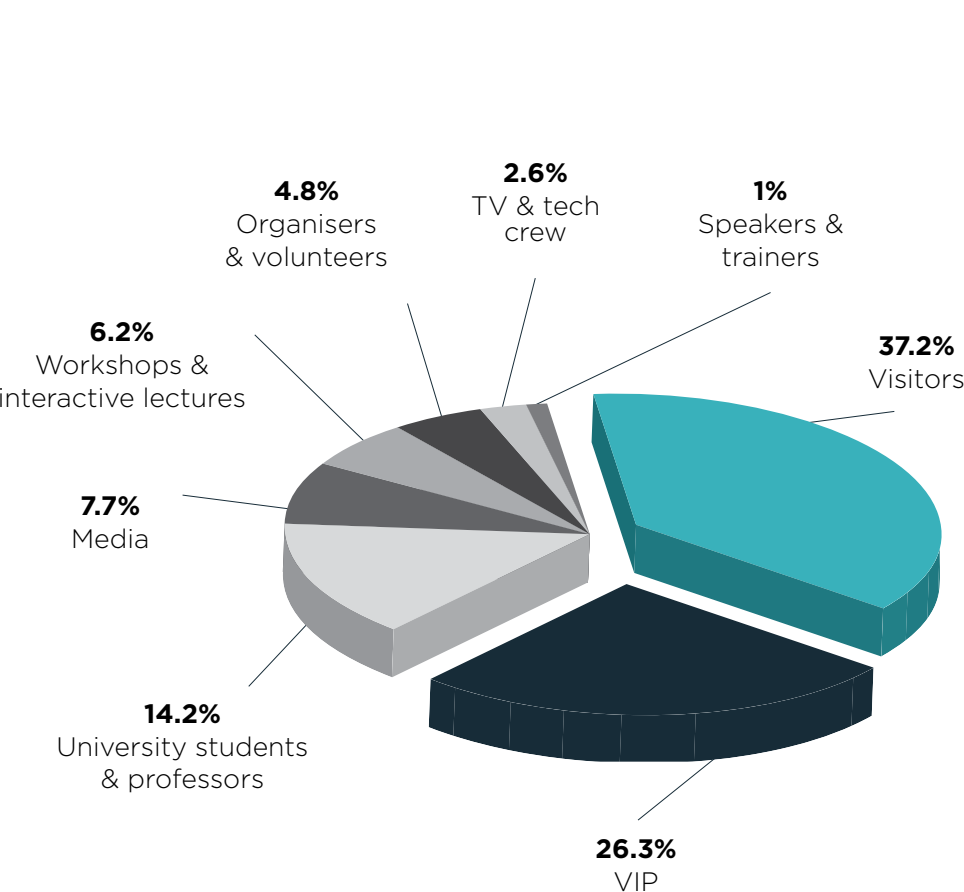
Pre-registrants attendance analysis



Pre-registrants	Count
Attended	602
Did Not Attend	928

PARTICIPATION

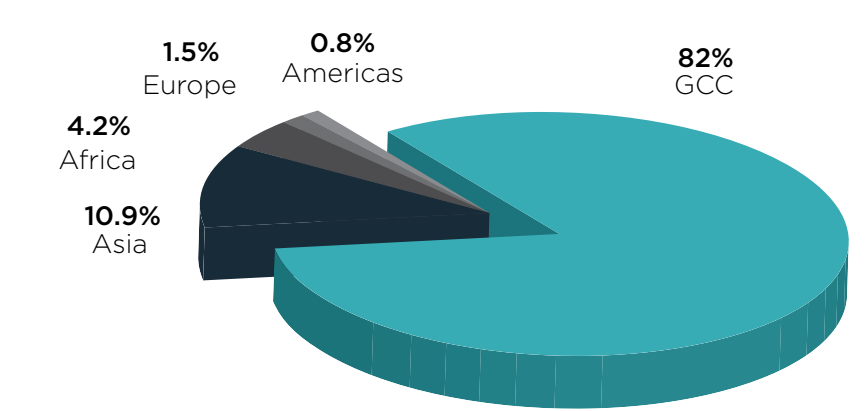
Badge category analysis



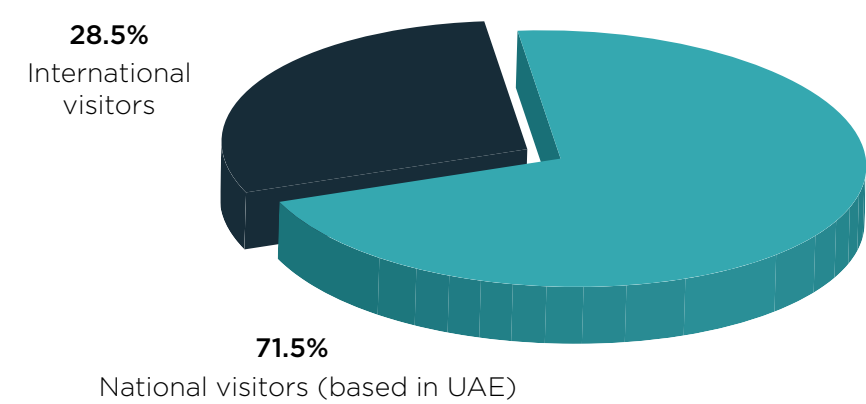
Type	Count
Visitors	1579
VIP	1116
University students & professors	601
Media	325
Workshops & interactive lectures	263
Organisers & volunteers	205
TV & tech crew	110
Speakers & trainers	40
Total	4239

PARTICIPATION

Region-wise analysis

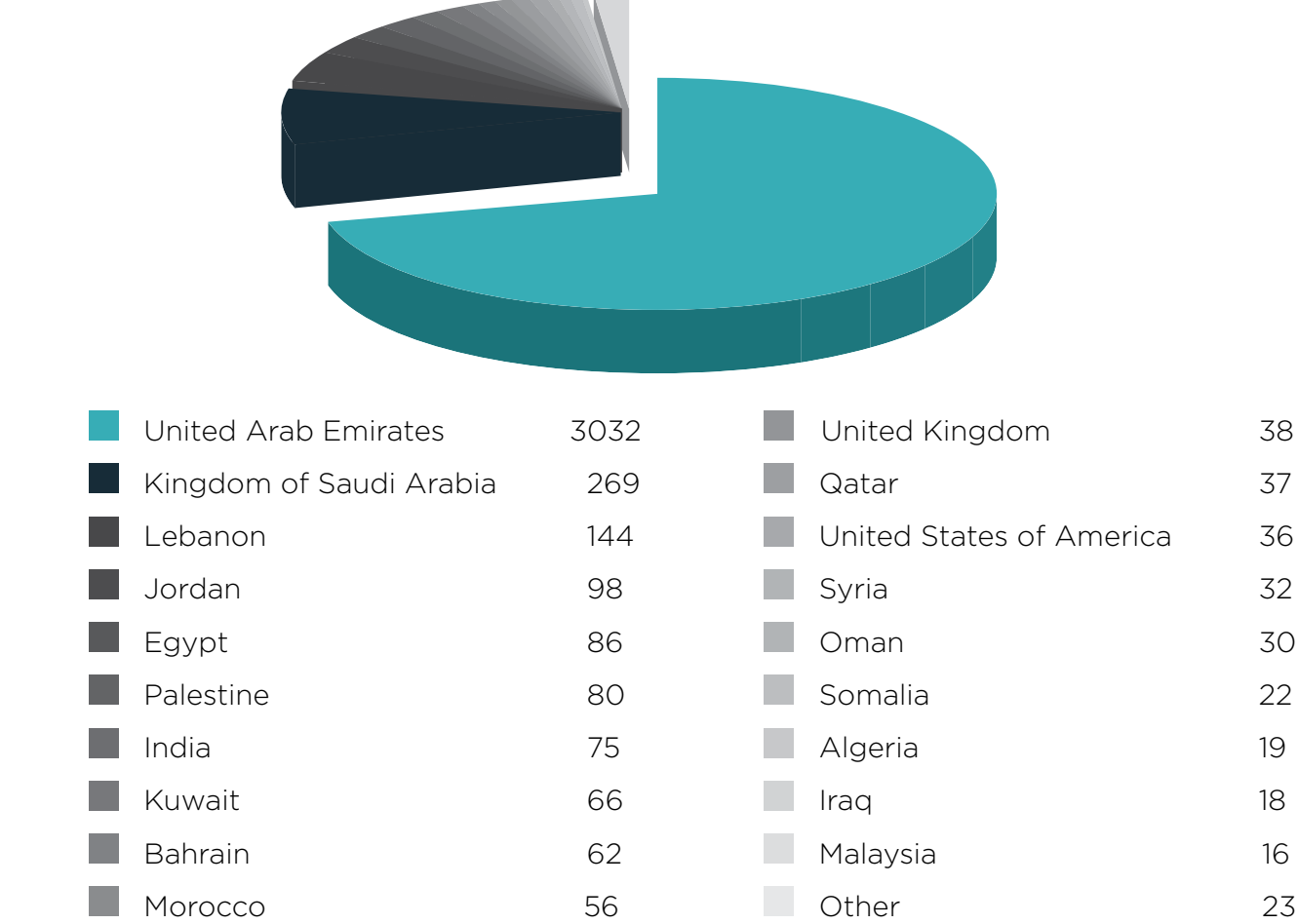


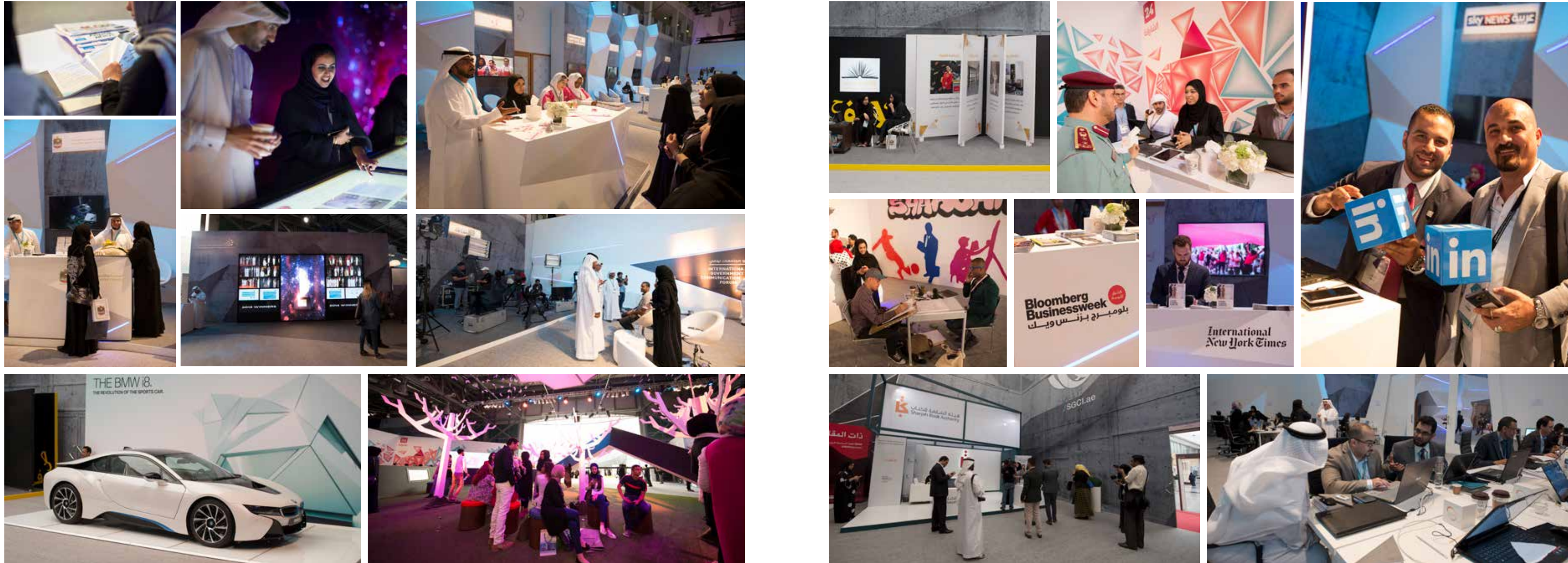
National / International visitors



PARTICIPATION

Country-wise analysis

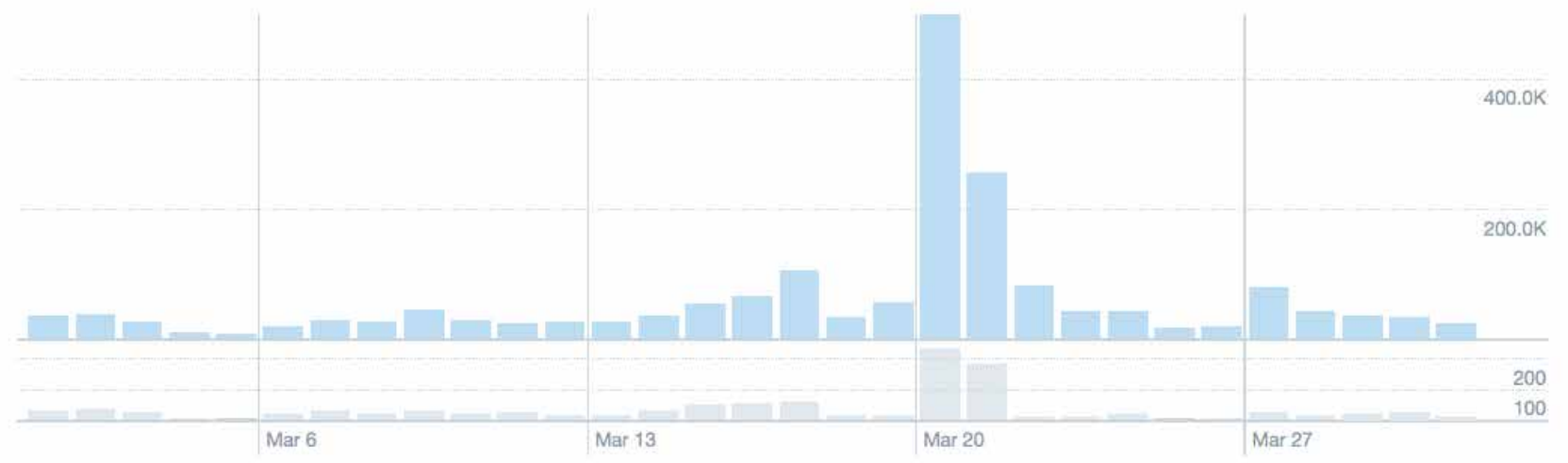




Social Media Platforms

SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

Tweets by @Sharjahmedia earned 1.6M impressions during March



Impressions during March 1.6M

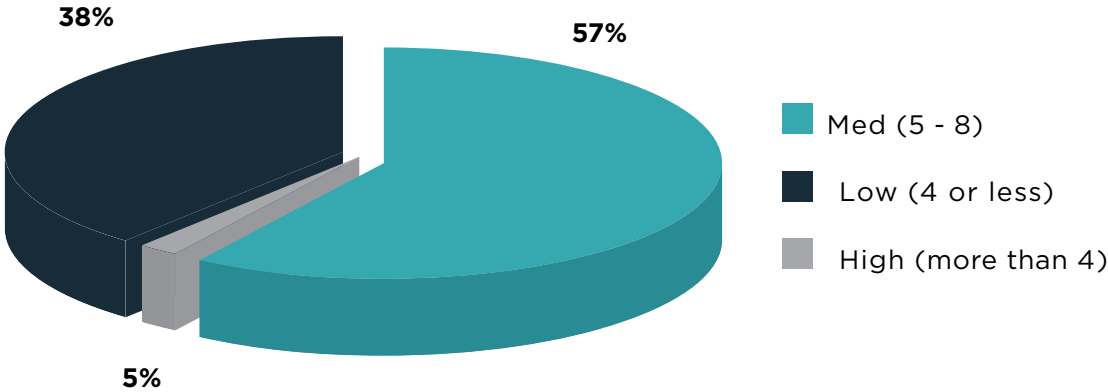
Impressions per day 51,100

SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

Twitter reach

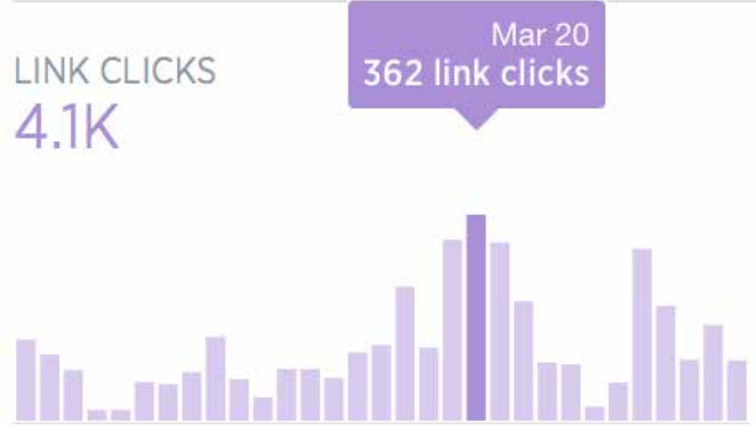
277 million estimated impressions from 7,128 Twitter mentions by 2,113 users

Authority breakdown



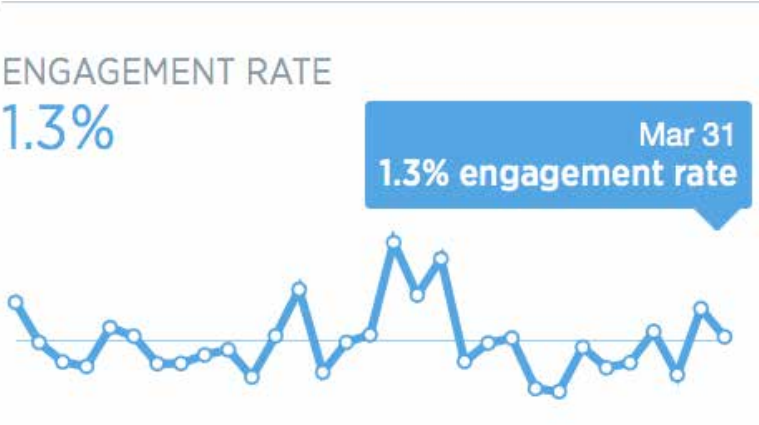
SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

Link Clicks



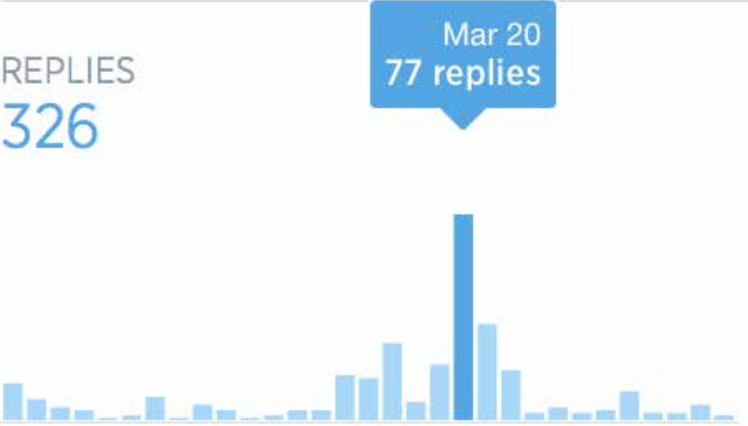
Link clicks during March 4,100
Link clicks per day 134

Engagement rate



SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

Replies



Replies during March 326

Replies per day 11

Retweets



Retweets during March 2,500

Retweets per day 80

SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

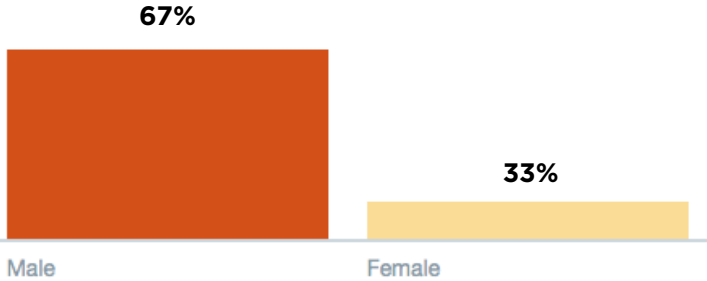
Likes



Likes during March 2,700

Likes per day 88

Demographics



Top 3 countries posting about IGCF16

United Arab Emirates 80.4%

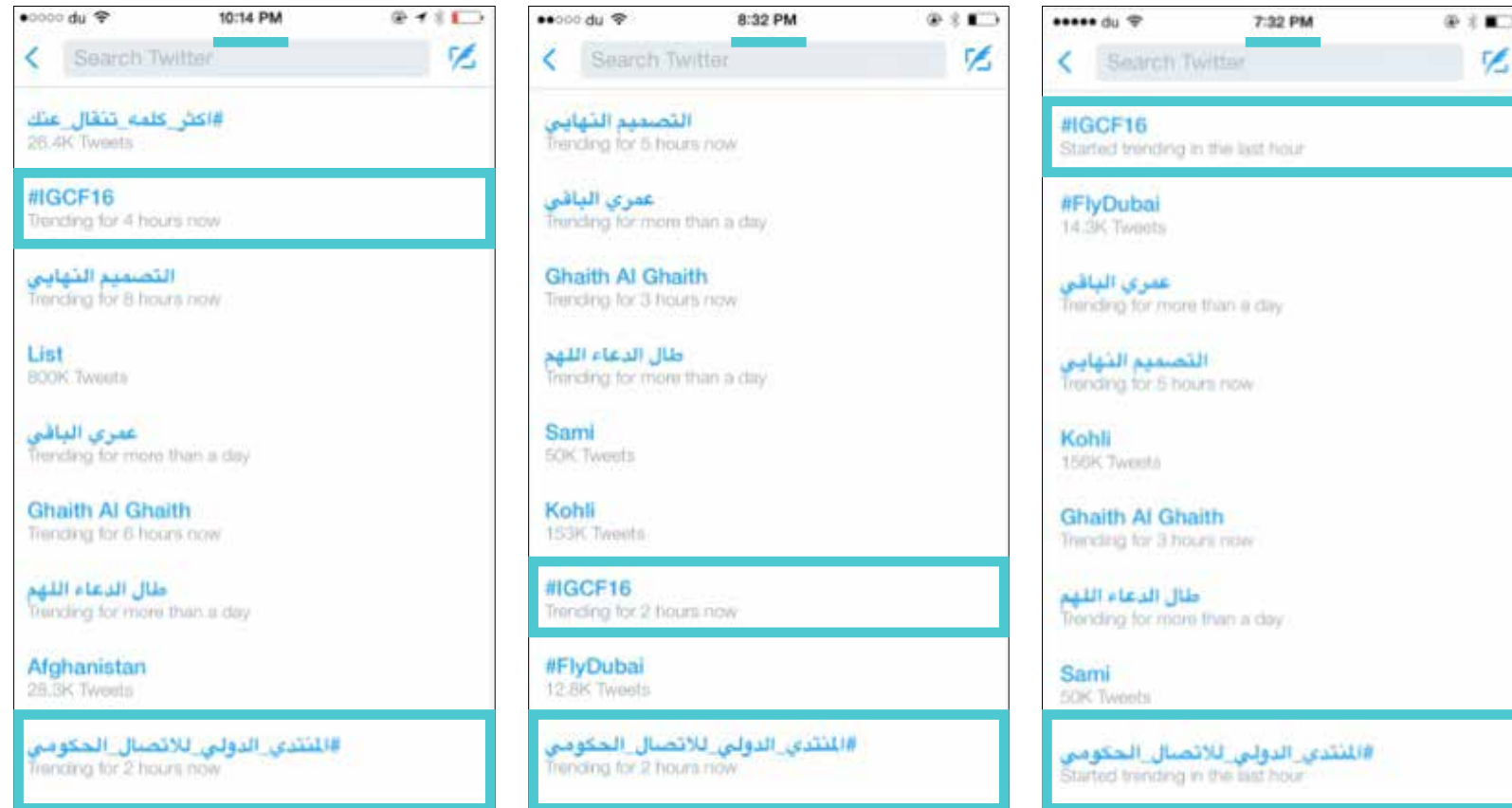
United States of America 4.2%

Qatar 2.6%

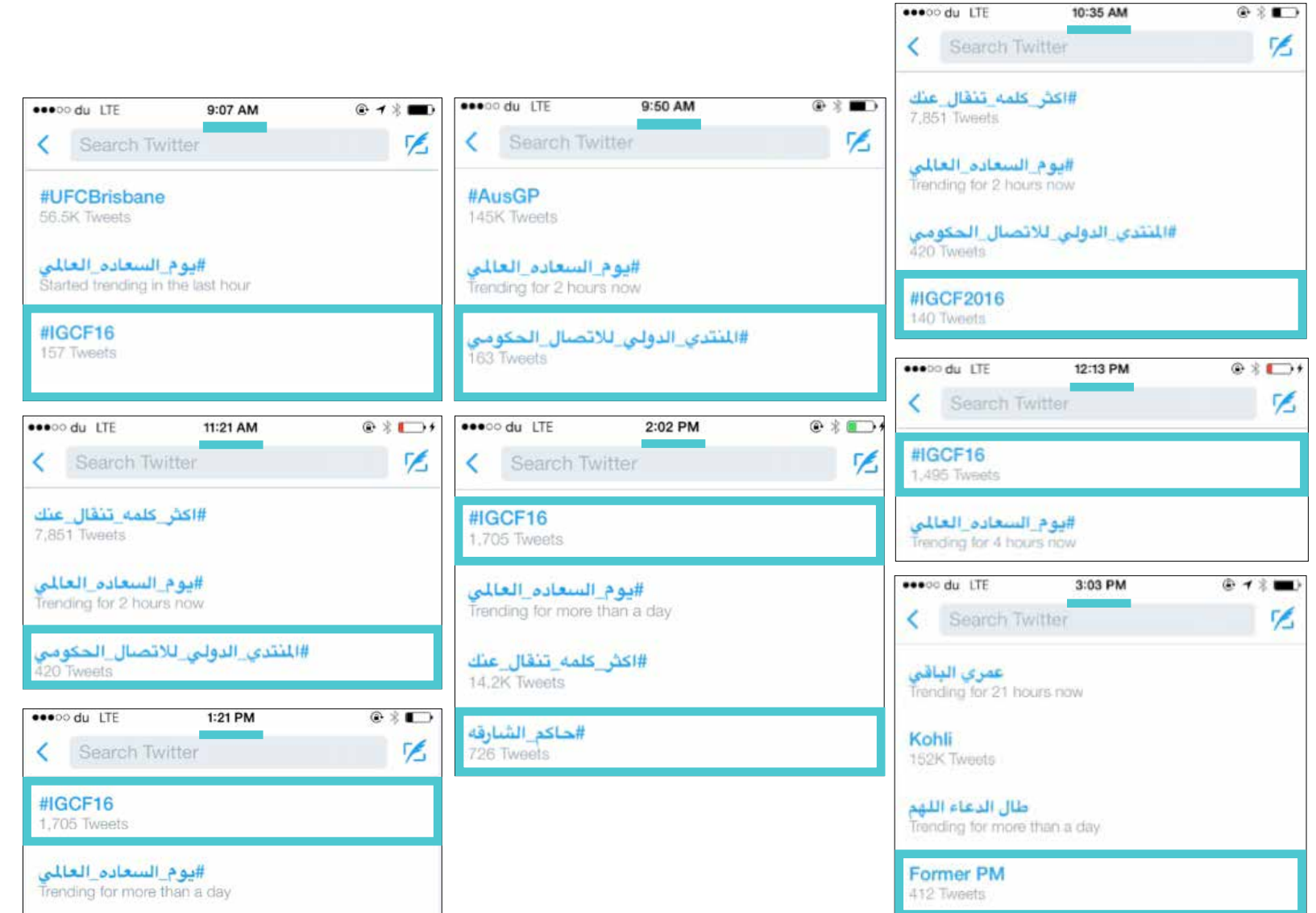
Other 12%

SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

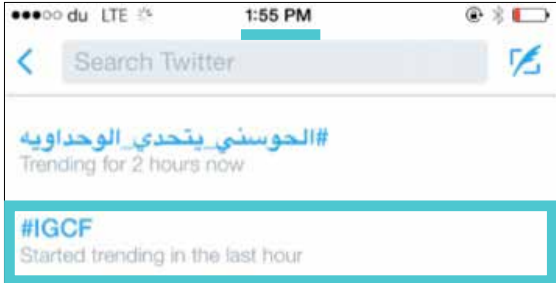
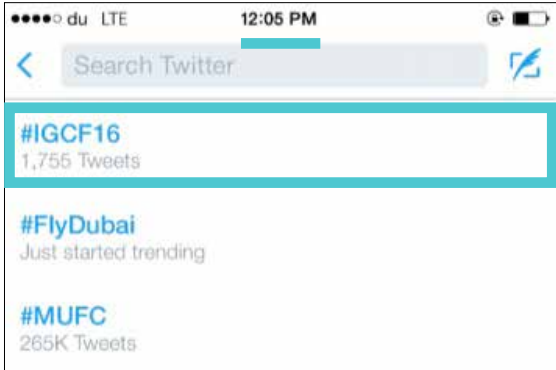
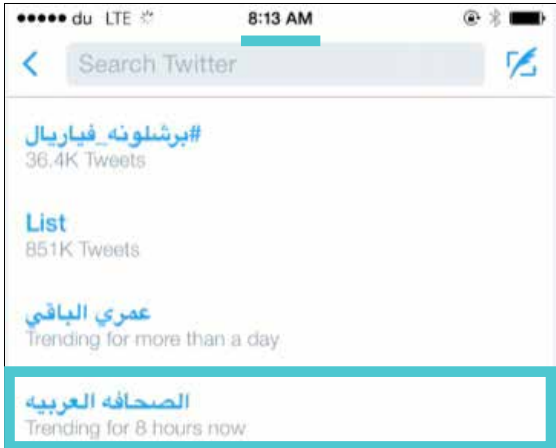
The hashtags #IGCF16 & #المنتدى_الدولي_للاتصال_الحكومي & Former PM & حاكم_الشارقة all trended during day 1 & 2 of IGCF



SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia








SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia








SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

Top Twitter authoritative accounts posting or interacting with IGCF

 <p>@Drainoaimi د. علي التميمي كاتب - منتقد في المجتمع المدني - رئيس تحرير بوابة العين الإخبارية www.drainoaimi.com</p>	<p>87,202 Followers</p> <p>10/10</p>	<p>RT @Forsan_UAE دولة الإمارات تطلق فيلم "الفتح والتعاون على أرض الواقع" وتقدم أجمل معاني التعاضد #المنتدى_الدولي_للاتصال_الحكومي 20 Mar 2016 ١٢ More Tweets</p>
 <p>@UAE_BARQ برق الإمارات UAE الشركة الآن معتمدة أسوة في حرية الإنترنت المعير من تطبيق برق الإمارات. ونحن نعد أن نعلن 2.000 ترهه أسوة به ثم نوزعها في الأبد http://barq.ae/TXOxe www.uaebarq.ae</p>	<p>1.0 million Followers</p> <p>10/10</p>	<p>جواهر القاسبي حائل #المنتدى_الدولي_للاتصال_الحكومي: نساء العثم معالجة إلى صوت قوي ومؤثر بين وفاءاتنا في الإمارات https://t.co/C1WEy0hZEe 20 Mar 2016 ١٢ More Tweets</p>
 <p>@SamadubaiTV قناة سما دبي DUBAI, DUBAI, UAE إحدى قنوات شبكة قنوات دبي، أطلقت عام 2005 لتكون المنبر الإعلامي الذي يسلو الإبداع والتجديد في نحن دبي والإمارات www.dcn.ae/samadubai</p>	<p>181,930 Followers</p> <p>10/10</p>	<p>دكتور الشارقة يفتح فعاليات الدورة الخامسة لـ #المنتدى_الدولي_للاتصال_الحكومي https://t.co/0Ubc0Fkb73 21 Mar 2016 ١٢ More Tweets</p>
 <p>@AlArabiya_PR مكتب العربية للإعلام DUBAI, DUBAI, UAE The official Press Office المكتب الرسمي الخاص بقناة العربية Twitter page for @AlArabiya News Channel www.alarabiya.net</p>	<p>278,028 Followers</p> <p>10/10</p>	<p>RT @AlSaramiNasser كلوني على الحكومات أن تملك صوتاً واحدًا وموحداً لمعالجة الجماهير #المنتدى_الدولي_للاتصال_الحكومي #الشارقة #العربية https://t.co/LHL9WufY8 20 Mar 2016 ١٢ More Tweets</p>
 <p>@VipWafaa وفاء أحمد مديرة جامعة منصورة وطنية ورائية كلية إماراتية مصممة آراء منارتي حلت في الجامعة الأمريكية بسلطة كلف وما توفلي إلا بالله</p>	<p>94,693 Followers</p> <p>10/10</p>	<p>RT @Rahalee #المنتدى_الدولي_للاتصال_الحكومي: جيسي #الإعلام به #شبكة_العربية ونعبر أصلي إدارات "الارتباط_الحكومي" في "شبكة_الحكومي" #شبكة_الخليج 21 Mar 2016 ١٢ More Tweets</p>






SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

Top Twitter authoritative accounts posting or interacting with IGC

 @husainhaqqani Husain Haqqani Director (South & Central Asia) Hudson Institute. Former Pakistan Ambassador to the US 2008-2011. Visiting Fellow University of Chicago Institute of Politics www.husainhaqqani.com	WASHINGTON, DC, USA	222,638 Followers	10/10	RT @Sharjahmedia Al-Sayegh: "UAE is an advocate of freedom of speech, but the problem now is the overflow of information". #IGCF https://t.co/6o97AgEp5u 21 Mar 2016
 @SharjahTV تلفزيون الشارقة جهاز إعلامي المتحد صاحب السمو الشيخ الدكتور سلطان بن محمد القاسمي عضو المجلس الأعلى لأم الإمارات حاكم الشارقة ليكون صيدا على كل بيت إماراتي وعربي في 11/2/1989 www.smc.ae	UAE	139,058 Followers	10/10	2016 #IGCF16 توصيات المنتدى الدولي لاتصال الحكومي https://t.co/zec38VLPDO 21 Mar 2016
 @AlBayanNews صحيفة البيان صحيفة إماراتية يومية شاملة تصدر عن مؤسسة دبي للإعلام تأسست في العاشر من شهر مايو عام 1980 #Expo2020 www.albayan.ae	DUBAI, DUBAI, UAE	458,674 Followers	10/10	وزراء الشباب والشؤون عي تساهل إن كان الشباب يتفاعل ويطلع على الأخبار الحكومية و #الصحف المحلية 21 Mar 2016
 @AlArabiya_event تغطيات خاصة حساب قناة العربية الخاص بتغطية الفعاليات والمؤتمرات www.alarabiya.net	DUBAI, DUBAI, UAE	309,151 Followers	10/10	انطلق المنتدى الدولي لاتصال الحكومي بـ الشارقة بجهة العربية عن بناء مجتمعات المعرفة https://t.co/1Nhh2wJJ5W2 20 Mar 2016
 @twittuae خدمة تويتر الإمارات Instagram: twittuae BBM: 758FAC1F m.facebook.com/twittuae		172,372 Followers	10/10	سلطان الجابر: تلك المرحلة هي الانطلاق نحو أفق أوسع من التقدم والتطور، وعنوانها هو السعادة والتسامح والاستقلال 20 Mar 2016






SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

Top Twitter authoritative accounts posting or interacting with IGC

 @wamnews وكالة أنباء الإمارات The Official Twitter Feed for Emirates News Agency - WAM www.wam.ae	UAE	215,888 Followers	10/10	المنتدى الدولي لاتصال الحكومي ... زوار المنتدى بدون التعليق بخدمات وإجازات #شخصيات الوطنيات لانتشار https://t.co/kkh0DqefpR 21 Mar 2016
 @BarakatAlwegyan د. بركات الوقيان الدكتور في الإعلام - متخصص في الشؤون Insta: barakatalwegyan / smp: barakatalwegyan E : dr.alwegyan@gmail.com	KUWAIT	154,500 Followers	10/10	جلسات اليوم الثاني من المنتدى الدولي لاتصال الحكومي المقام في في المنتدى الدولي لاتصال عن دور الاتصال في دعم المبادرات 20 Mar 2016
 @Maithaahameli د. ميثاء سيف الهاملي شريكة في العمل السياسي / مستشارة / مديرة عام الدولية المتقدمة للتربية / مديرة في الشؤون العامة وهي شريكة بنت زعل الهاملي www.aicd.ae		103,999 Followers	10/10	RT @FANRUAE راشد القاسمي مدير الشؤون الحكومية يتحدث في المنتدى الدولي لاتصال عن دور الاتصال في دعم المبادرات الحكومية https://t.co/q6brXX07 20 Mar 2016
 @khaleejtimes Khaleej Times Khaleej Times Online is the global face of the newspaper on the internet and is one of the websites in the Middle East with highest number of visits. www.khaleejtimes.com	UAE	196,694 Followers	10/10	Dr Shaikh Sultan opens International Government Communication Forum in #Sharjah #IGCF Read https://t.co/3duPgg35X https://t.co/TypKnGV8mT 21 Mar 2016
 @emarattv قناة الإمارات كل ما هو إماراتي ... نتابعه على قناة الإمارات - بيت متجدد www.emarattv.ae	ABU DHABI, ABU DHABI, UAE	137,361 Followers	10/10	كلمة معالي نورا سعيد المزروع، وزيرة دولة للشؤون الشباب حاض تغطية المنتدى الدولي لاتصال الحكومي https://t.co/mydzFAkeVm 21 Mar 2016

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Top Twitter authoritative accounts posting or interacting with IGC

 @DubaiPoliceHQ Dubai Police شرطة دبي DUBAI, DUBAI, UAE Established in 1956 تأسست عام 1956 www.dubaipolice.gov.ae	838,832 Followers	10/10	RT @sharjahmedia #IGCF16 من كلمة صاحب السمو الشيخ الدكتور سلطان بن محمد القاسمي، عضو المجلس الأعلى حاكم الشارقة في المنتدى https://t.co/p0912reRUO 20 Mar 2016 ١7
 @MarkGKirshner MarkGeoffreyKirshner NY, USA #Art #vaw #UN #HeForShe https://t.co/1B3kyHW7j2 http://t.co/veJ4VxKmu7 https://t.co/t0dAFudkoRH http://t.co/Y3Z4waGRW4 http://t.co/uU0luWaiTD about.me/markkirshner	138,361 Followers	10/10	RT @sharjahmedia @HelenClarkUNDP @UN: "It's the right and smart thing to do to support equality between women & men". #IGCF 20 Mar 2016 ١7
 @UAE_News أخبار الإمارات آخر أخبار دولة الإمارات العربية المتحدة من مصادر إخبارية معتمدة	623,284 Followers	10/10	وادعوا الشباب للمشاركة في أنشطة الحكومة... شعبة المروحيات بحاجة في الإمارات لفاعل حكومي https://t.co/OrVWQobVPs 21 Mar 2016 ١7
 @MissFatina Fatina Salaheddine USA Lebanese-American Publisher: The Al-Sahafa Newspaper USA 'National English-Publication on M.E. Culture, Art, Fashion, Lifestyle, Cuisine, Business & Politics.	119,318 Followers	10/10	RT @thequotoday @Bodour: We must enrich the culture of openness and tolerance in our youth. #IGCF16 https://t.co/QE9TKukT2h 21 Mar 2016 ١7
 @dotemirates دوت إمارات ABU DHABI, ABU DHABI, UAE dotemirates delivers the best of the UAE, by instantly gathering and categorising hundreds of news stories, articles, videos, photos, and social media updates. www.dotemirates.com	238,884 Followers	10/10	RT @Bodour شاركت اليوم بجلسة نقاشية في المنتدى الدولي لاتصال الحكومي حول تأثير العمل على المكونات الثقافية المجتمعية #IGCF16 https://t.co/Z4vgP9F5V1 21 Mar 2016 ١7

SHARJAH MEDIA CENTRE'S TWITTER PAGE @SharjahMedia

Influencers' Endorsements

The social media team invited multiple influencers to drive the online communication during the event, Nashwa Al Ruwaini and Shaimaa Al Hameli were present and participated with multiple tweets.

 نشوة الرويني @nashwaa	Follow	٨. ثم كانت الندوة الاخيرة التي اقتصر حضورها على النساء وإدارتها ببراعة @MunaAbuSulayman #IGCF16 ففتحت أبوابا كثيرة للتعلم في حال المراه	View translation RETWEETS 3 LIKES 14	12:25 AM - 21 Mar 2016
 نشوة الرويني @nashwaa	Follow	@HelenClarkUNDP totally enjoyed your session today. Your insight was an eye opener. Thank u #IGCF16	View translation LIKES 2	12:33 AM - 21 Mar 2016
 نشوة الرويني @nashwaa	Follow	باختصار دوره ناجحه للمنتدى. لن أستطيع الذهاب غدا للاسف ولكن بالتأكيد سأتابع عن بعد بإذن الله. ابارك لجميع القائمين عليه علي النجاح #IGCF16	View translation RETWEET 1 LIKES 3	12:26 AM - 21 Mar 2016
 نشوة الرويني @nashwaa	Follow	٧. وكان منك الختام كلمة سمو الشخة جواهر القاسمي (القلب الكبير) فكانت في الصميم جعلت كل الحضور يتمنى قياده مثل القيادة الاماراتيه #IGCF16	View translation RETWEETS 12 LIKES 19	12:23 AM - 21 Mar 2016

SHARJAH MEDIA CENTRE'S TWITTER PAGE @sharjahmedia

SHARJAH MEDIA CENTRE'S FACEBOOK PAGE SharjahMedia

Media Endorsements



Total Page likes during March 2016

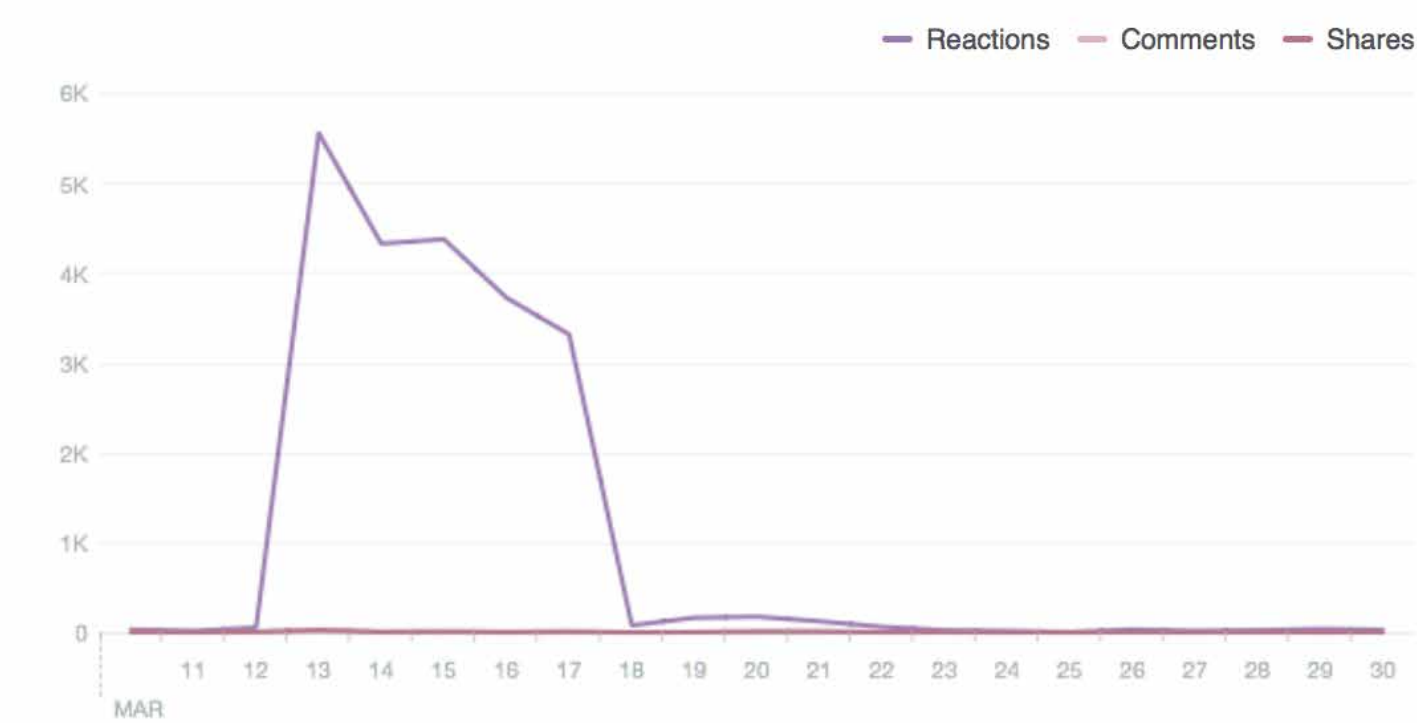


Likes during March: 11,085

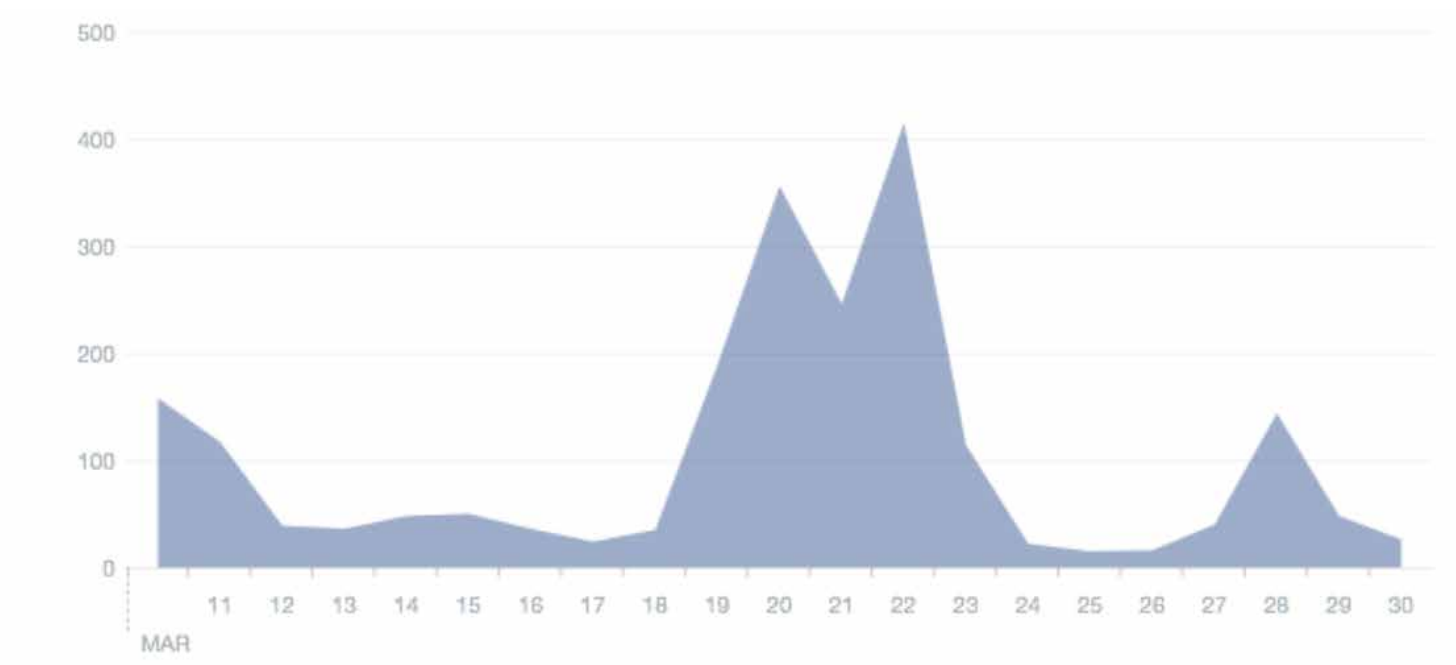
SHARJAH MEDIA CENTRE'S FACEBOOK PAGE SharjahMedia

SHARJAH MEDIA CENTRE'S FACEBOOK PAGE SharjahMedia

Reaction, Comments, and Shares during March 2016

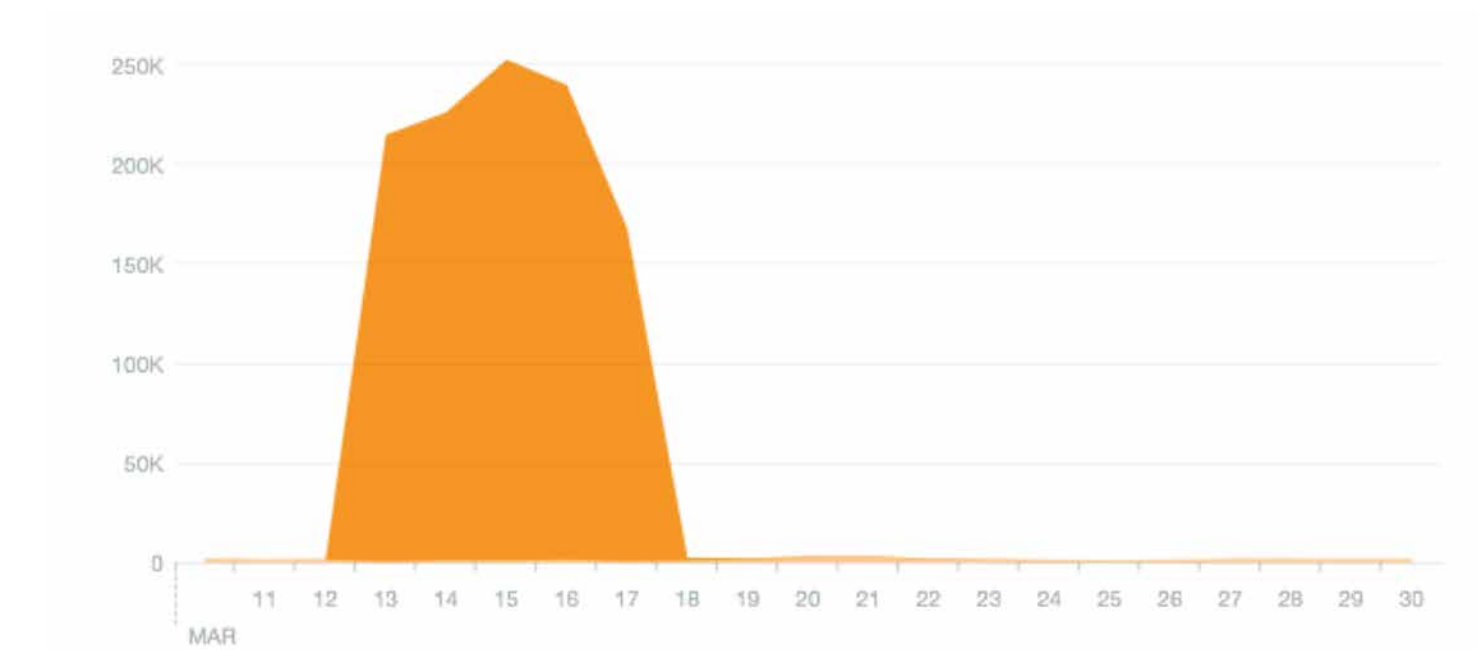


Video Views during March 2016

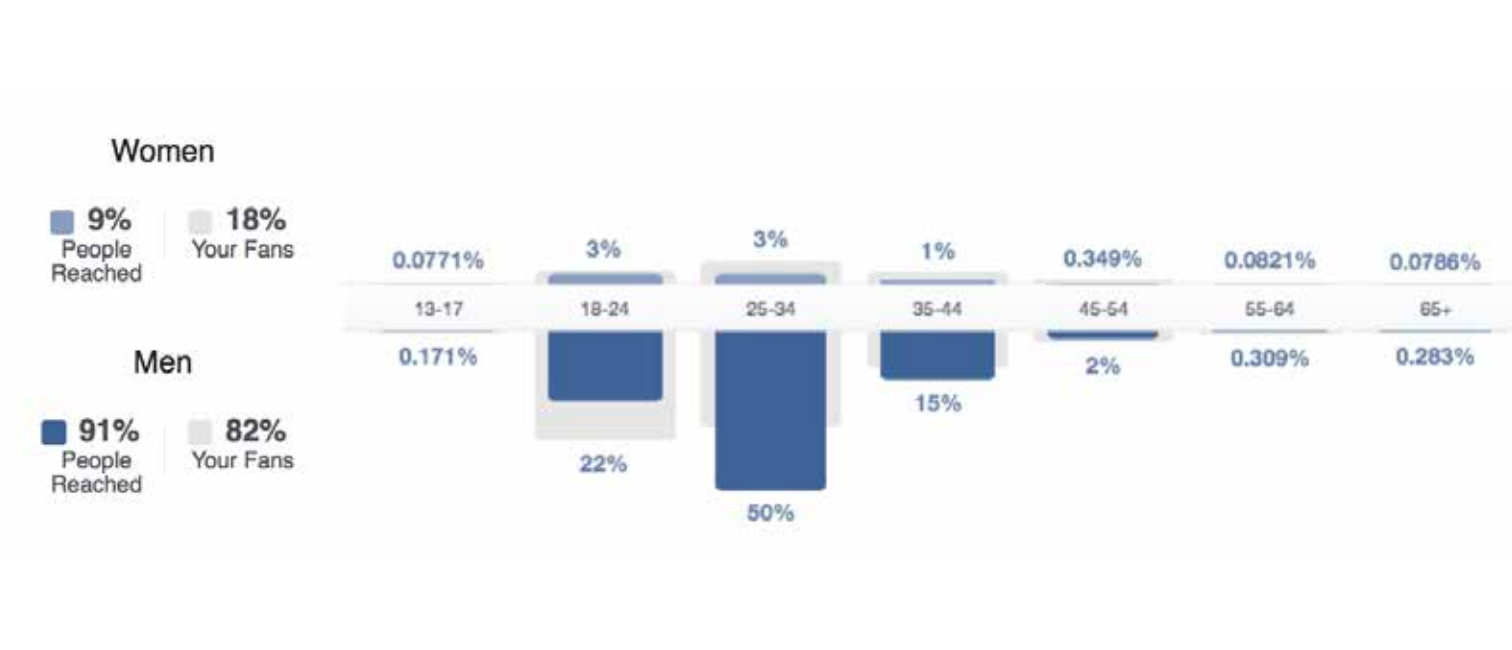


The number of times the page's videos were vieweed during March: 1,996

Total Reach during March 2016



Impression Demographics: Age and gender during March



PRESS CONFERENCE



HONOURING IGCF16 SPEAKERS AND PARTNERS





TEAM SPIRIT



TEAM SPIRIT

The International government communication forum is one of the major projects held at Sharjah Media Centre; the forum aims to build a vital platform for governmental communication development, and create a source of information and training where all experts and professionals meet from all over the world. Therefore, the team at Sharjah

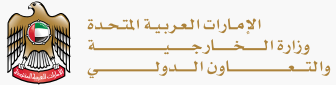
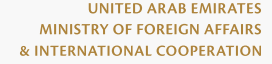
Media Centre had worked together to put the strategic plans that met the objectives of the forum, establishing an integrated system for governmental entities in Sharjah, UAE and Arab region.

Sharjah Media Centre

REGIONAL PARTNER الشريك الإقليمي



STRATEGIC PARTNER الشريك الاستراتيجي



TRAINING PARTNER شريك التدريب



INTERNATIONAL PARTNER الشريك الدولي



LOCAL PARTNER الشريك المحلي



SUPPORTING PARTNER الشريك الداعم

