

INTERNATIONAL GOVERNMENT COMMUNICATION FORUM 2018

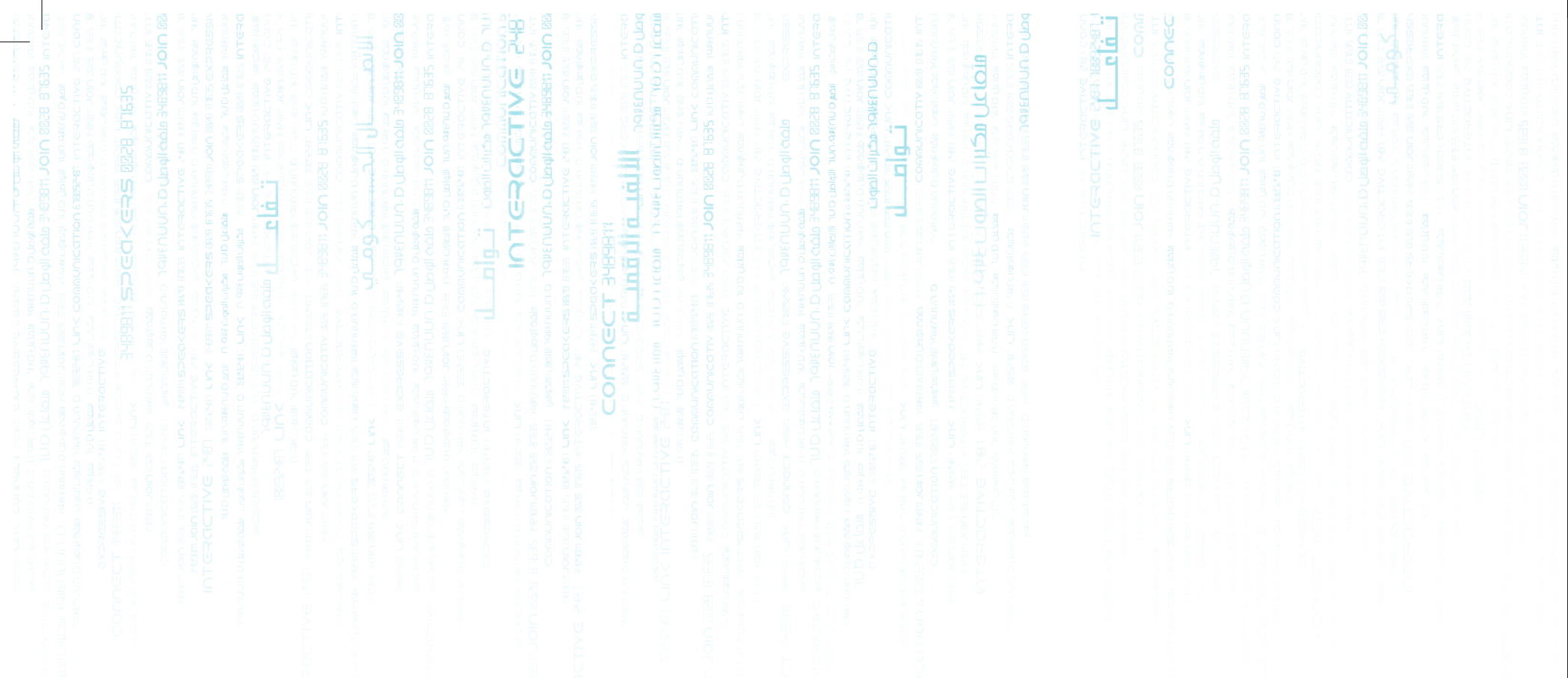
28 - 29 MARCH | EXPO CENTRE SHARJAH, UAE

DIGITAL MILLENNIUM... WHERE TO?

LET'S BE THE CHANGE



HH Sheikh Dr. Sultan bin Muhammad Al Qasimi
Member of the Supreme Council and Ruler of Sharjah





HH Sheikh Sultan bin Muhammad bin Sultan Al Qasimi
Crown Prince and Deputy Ruler of Sharjah



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INTRODUCTION

'Digital Millennium... Where To?'

'Digital Millennium... Where To?', A very important question with multiple answers that were addressed at the International Government Communication Forum (IGCF). Organised under the auspices of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, and in the presence of a host of media and communication experts from around the world, IGCF discussed the impact of technology on media and the communication process and why is important for governments to keep with the latest novelties and harness them to serve their presence and ability to influence the public. The forum also explored ways to protect information at digital platforms with a focus on news credibility, reliability and professionalism.

The importance of adopting this theme stems from the critical impact of digital communication on forming public awareness and practices, as well as boosting cross-cultural communication. Consequently, governments have significant responsibilities to protect communities'

coherence, close relationships, identity and heritage, so that the cultural relations between nations will understand and respect and differences under the principle of equal rights for all.

The importance of discussing digital millennium challenges is exemplified by the need for government communication entities to adopt a humane attitude towards the function of technologies, which should be harnessed to fulfil public interests, ensure individual security and stability, and find solutions to unemployment, food security and healthcare, as technologies preoccupy both governments and communities worldwide.

The event discussed the importance of protecting children and young people against the negative effects of digital communities, making Sharjah, which chose to align with humanity, right to life and human dignity, one of the proactive governments to address this prominent topic in the region.

The Final Recommendations of IGCf 2018

- Raise awareness among society members, particularly children and young people, about the government communication sector and protect them by instilling values that prevent them from misusing modern technology.
- Create relevant social media channels such as Facebook, Twitter and Instagram to guide young people and raise awareness about the pros and cons of the Digital Age and nurture constructive communication skills.
- Launch a ‘Government Communication and Media Week’ to support youngsters’ skills and raise awareness about government communication and how to use modern technology in a way that benefits society and the communication sector.
- Issue licences for practising government communication (including all government communication programmes based on modern technology) and a declaration to certify applicants’ ability to work in the field of government communication. The licences should be issued by official bodies in cooperation with academic institutions.
- Develop government regulations that protect society members against any attempts to access their personal data or communication channels for illegal purposes.
- Harness the digital revolution for protecting the rights of users, through involvement of citizens in enacting legislation and launching public platforms to exchange news and studies.
- Support young leaders to be part of the government of the future; promote and use effective communication and emotional intelligence making the government’s work inspiring, serious and practical.
- Emphasise the importance of strengthening tools of government communication with young people to deliver consistent messages across all communication channels; coordinate between government agencies; use a wide range of data for decision making; and continue to invest in talents and support professional development.
- Enhance cooperation between government agencies and develop partnerships with private sector organisations and academic institutions to provide job opportunities for people to enter the government communication market.
- Enhance citizens’ involvement in decision making at a national level through digital means, including the development of interactive platforms to communicate with the public, listen to their opinions and answer their questions.
- Emphasise the importance of modern technology in giving governments wider choices to communicate with the public through Artificial Intelligence as a key factor in the future of government communication; encourage more developments in artificial intelligence technologies.
- Establish ministries for media marketing to promote the values that facilitate communications with individuals and society as well as with other countries.

Academic Committee Recommendations

- Develop digital diplomacy through various studies, given its importance in direct contact with the public and its role in encouraging public opinion; establish professional associations and entities and organise conferences and seminars to stimulate creativity and innovation.
- Create online literacy programmes that make it easier for individuals and communities to easily access websites anywhere.
- Include smart education and Artificial Intelligence in school and university curricula.
- Enter into partnerships with social media providers to introduce special government communication options and services and develop training programmes for government sector employees on how to best use the social media platforms to serve mutual communications.
- Conduct a study on the reality of government communication in Sharjah including monitoring methods, processes and communication means, thus identifying strengths and weaknesses.
- Conduct a study on the strategies and methods of practising government communication at an international level to identify the most important communication strategies and trends with an aim to build a model of government communication practices consistent with the UAE’s identity and culture.
- Launch a research competition for college students of mass communication and media in the UAE to spread the culture of government communication and its concepts, allowing new generations to improve their knowledge.
- Strengthen the relationship with academic institutions in the UAE to promote the government communication sector and develop the labour market. In line with this, the College of Mass Communication at the University of Sharjah added courses on government communication, social media and public relations to its programmes.
- Design an integrated programme including workshops and training courses to develop the skills and abilities of government communication practitioners. The academic committee organised an interactive workshop on digital diplomacy during the forum.
- Issue periodic scientific journals on government communication to publish and review case studies and professional experiences.



DAY ONE – KEYNOTE ADDRESSES

His Highness Sheikh
Dr. Sultan bin Muhammad Al Qasimi,
Member of the Supreme Council and
Ruler of Sharjah

In his keynote address, His Highness Sheikh Dr Sultan Al Qasimi focused on the importance of government communication in enhancing dialogue among governments, institutions and people, and the significance of spreading knowledge and serving sustainable development in the UAE and across the world. HH stressed the importance of protecting the community of negative and destructive ideas, and highlighted the dangers of extremism, rejection of others, intolerance and disruption the progress and development. HH considered technology as a double edged-sword and its impact is subject to the culture of users and their awareness of how to harness it. HH gave example about the experience of Japan, Germany and Korea and how those countries harnessed technology to serve their communities and fulfil their needs.



Fortifying communities' culture makes openness
to Digital Age tools a positive action.

We should learn from nations who
suffered throughout history but were able to face the
challenges and achieve development and prosperity.

Technology is a dangerous weapon
that terrorists can misuse.

Before addressing digital revolution, we should start
building knowledge-based communities who are aware of
their humanitarian roles and responsibilities.



DAY ONE – KEYNOTE ADDRESSES

HE Sheikh Sultan bin Ahmed Al Qasimi, Chairman of the Sharjah Media Council

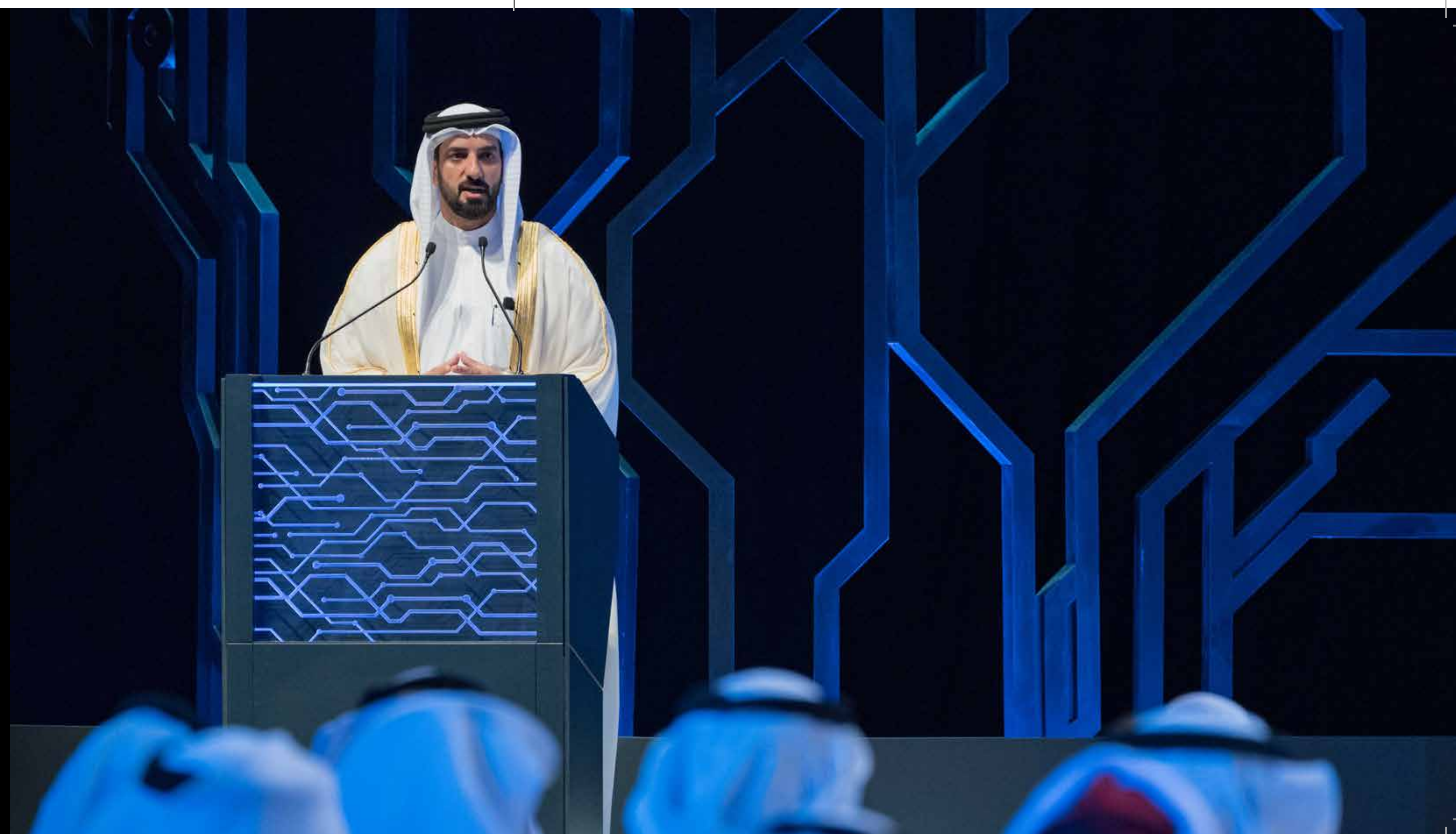
HE Sheikh Sultan bin Ahmed Al Qasimi, Chairman of SMC reviewed the fast-paced developments witnessed in the communications industry and underscored the importance of keeping with technological developments and prepare for future changes that are hard to predict and anticipate. This will enable those institutions and organisations to preserve the close relationship with future generations.

”

Government communication platforms should align with the changes in the communication tools to keep the close relationship with the public.

We count on the development of a common ground that brings us and young generations together.

“



KEYNOTE ADDRESSES

HE Dr Ameenah Gurib Fakim, Honorary Guest of the Forum, former President of Mauritius



Ameena Gurib Fakim outlined the responsibilities of governments in communicating with citizens in three ways. First, they must be proactive in delivering comprehensive and credible information characterised by inclusiveness and other democratic processes. Second, they should provide the infrastructure and tools that enable the timely delivery of precise messages in case of national emergencies or natural disasters. Third, they must safeguard their people and their independence from hostile entities that try to access citizen data and exploit channels of communication for illegal acts.

She underlined that the language of government communication must be transparent, deliberate, credible, understood, timely and managed by experts. She emphasised that messages will not be effective unless they build on previous successful, reliable and frequent messages, calling on governments, which are dedicated to protecting and enhancing the well-being of their people, to think of the manner in which they will use communication channels in the future.

There are three key government communication principles. First, we have head-start, exclusivity preciseness and inclusiveness. Second, there is a developed infrastructure that is fully equipped to communicate under crisis conditions. Third, we have the protection of communities' information and data against cyber-attacks.

The gap in the relation between governments and communities can be seized by dark forces.

KEYNOTE ADDRESSES

HE Lech Walesa, former President of Poland (1990-1995)



HE Lech Walesa applauded Sharjah's experience in addressing critical and important topics at IGCF. He applauded addressing the Digital Age question at this year's edition of the event. Stressed noted that it is crucial to enhance social values and ethics and strengthen the relationship between citizens and governments to achieve integrated social and economic development, and ensure a stable and prosperous future.

The entire world has gone through the so-called 'age of the word', which referenced the age of information. As it continues to experience rapid change with technology, it has overwhelmed mankind's connection with its traditional values and cultural identities. This major challenge facing the global community today, especially in the European continent, requires us to learn from successful experiences in how to manage the Digital Age, like Sharjah's experience

KEYNOTE ADDRESSES

HE Tariq Saeed Alay, Director of Sharjah
Government Media Bureau



“The Digital Age and its tools and channels have played a major role in forming ideas, concepts and people's ways of life. This in turn has influenced the patterns of many people's lives as well as their communities, instigating new trends that allow us as government leaders to optimise our communication tools to ensure an honest and transparent government communication model.”

**Dialogue and
Inspiring Sessions**

DIALOGUE AND INSPIRING SESSIONS

Governments and the Private Sector:
Responsibilities and How They Fit in the Age
of Digital Communities



This session addressed many topics, such as the dangers of firms and companies that sell information, the sensitive relationship between the government and private sectors and the impact of digital transformation and social media platforms on the economic, social and security variables in the world. The session also highlighted the dangers of the Digital Age and how to reduce such threats.

Session Moderator
HE MOHAMMED KHALAF
Director General of Sharjah Media Corporation.

Speaker
HE MUSTAPHA EL KHALFI
Minister Delegate to the Head of Government in Charge of Relations with Parliament and Civil Society and Official Spokesman of the Government of Morocco

“ Digital Revolution is an opportunity and a challenge at the same time. When governments and civil society are absent, we have critical problems, and this is why building a close complementary relationship between governments and the private sector is instrumental

Speaker
SEAN SPICER
former Press Secretary of the White House (2017)

“ Dealing with the public poses immense challenges for governments, most notably, the fact that the public perceives government interference as forcing a certain system, censorship and deterioration of civil liberties. It is imperative for governments to adopt a transparency policy when dealing with the public.

Speaker
NAGUIB SAWIRIS
CEO of Egypt's Orascom Telecom Media and Technology Holding.

“ Organising the relationship between the public, governments and private sector needs three key steps. It is important to consolidate a common ethical system, achieve an effective social media engagement and find an organisation or an entity that accepts its role as an organisor.”

DIALOGUE AND INSPIRING SESSIONS

The Current State of Government Communication and How to Build Flexible Strategies



The session focused on the impact of technology, especially new communication technologies, on today's governments. It highlighted the influence of Artificial Intelligence and the Fourth Industrial Revolution on the future of governments. It also focused on government communication practices and the importance of governments' response to counter false and untrue information.

Session Moderator
LAILA BAROUN
Business Presenter, Sky News

Speaker
STEVE WOZNIAK
Co-founder of Apple - USA

Technology can be an important means to facilitate government communication and achieve convergence between governments and the public by conveying reliable and transparent messages and maintaining the privacy of users and their data.

Speaker
JIMMY WALES
Founder of Wikipedia – USA

The Fourth Industrial Revolution has led to the emergence of numerous challenges for governments, some of which work in a slow mode and in a bureaucratic manner, while time is passing too quickly and imposes changes that require governments to be well prepared for. Government officials do not have the necessary knowledge of technical and technological aspects, and their information about technology is often limited. Consequently, it is imperative to focus more on the principle of education and training to keep up with these technological advances and make the most of them in government communication.

Speaker
INMA MARTINEZ
A.I. Pioneer and Digital Scientist – UK

Governments have benefited from technological advances in delivering their services in a quick and easy way and have greatly succeeded to the extent that advertising companies seek to partner with governments in sponsoring some of their services. It is time for governments to take control and nurture the media to create their personal brand and look after its citizens in a digital way.

Speaker
THOMAS KOULOPOULOS
Author, Gen Z Effect: The Six Forces Shaping the Future of Business – USA

Communication should be more instant and integrated, and this is what I like in Wikipedia, for example, because it is integrated in my daily life. I see that this type of information allows us to access the information we want. Artificial intelligence helps us improve our potential abilities and enables us to integrate with others. AI can help us scale successful models of bi-directional government communication.

DIALOGUE AND INSPIRING SESSIONS

Female Leadership and its Role
in Digital Society



This session discussed the pivotal roles women play in formulating a new concept for digital societies and the options the internet offers to enhance their presence and capabilities in all areas.

Session Moderator
RAYA ABIRACHED
Lebanese TV Presenter, Celebrity
Journalist, and Producer for MBC - Lebanon

Speaker
VANESSA D'AMBROSIO
Captain Regent of San Marino (2017)

The technical reality contributes greatly to empowering women and enhancing their roles in bringing about change. The Internet has pros and cons, and what's important now is to make the most of its advantages to contribute to the development of societies and promote government-oriented discourse as well as provide a role model for young men and women to serve their present and future.

Speaker
HE MAJD SHWEIKEH
Minister of Information and Communication
Technology, Jordan

There is a high correlation between development, empowerment, efficiency and digitisation which paves the way for women to lead and take advantage of modern technology to strengthen their presence. This contributes to striking a balance in practical life.

Speaker
BARONESS MICHELLE MONE
Entrepreneur – UK

Women need enablers at governmental, economic and technological levels. Modern technology is capable of changing the world, shaping government policies, and changing the discourse between leaders and the public, in addition to empowering women.

Speaker
DR LATIFA ABDULKRAIM
Computer Science and Information
Professor at King Fahad University,
specialising in AI – KSA

Women must be involved in all available technical opportunities. It is necessary to move away from policies that suppress the freedom of individuals and work towards adopting standards and laws that keep pace with the progress on various levels, thus contributing to integration, development and creativity.

DIALOGUE AND INSPIRING SESSIONS

Youth of the Future: Building Young Skills for the Digital Millennium



The third dialogue session discussed the digital divide and the lack of skills among university graduates, which are prerequisites for their future professional success, especially against the backdrop of the rapid developments in the global labour market. This is because most economic sectors have moved towards artificial intelligence and the fourth industrial revolution, resulting in the creation of new jobs and specialisations that governments and teaching systems had not taken into consideration.

Session Moderator
ADRIAN WELLS
Managing Director of ENEX Media

Speaker
GAVIN ANDERSON
Director of the British Council (UAE)

The traditional teaching method is no longer the most successful teaching technique. It is just suitable for machines that can repeat orders automatically without any creative effort. Since half of the world's population is not connected to the internet, it makes the future look ambiguous because of this digital divide, which is a very serious indication.

Speaker
MARTIN ROESKE
Senior Manager, Public Policy and Government Relations, Google Middle East.

Reforming educational systems means that they are capable of graduating more competencies such as big and cloud data analysts, and transfer knowledge to mobile phones. We encourage students to study similar disciplines that are most needed by the technical sector. Governments must implement policies that allow high-speed internet access, as 80% of the younger generation learns something from YouTube every day and benefit from the supportive environment. This will help them get into the labour market.

Speaker
FATIMAH AL SANEA
KSA Branch Manager, UTURN

UTURN began its work in 2010 and initially faced many financial and technical challenges. It worked to help young people and provide them with the knowledge they need to build and produce Saudi content from a small room without financial support. Today, UTURN is working with huge international companies including Yahoo and Facebook.

Speaker
NELLY ANDRADE
Global Director, Hult Prize On Campus Initiative

We encourage young people to learn and develop their soft skills even though they belong to different cultures and levels of specialisation. This will turn them from job seekers to business founders and true entrepreneurs, because the education they receive is so exciting and interesting, and enough to stimulate their critical thinking, solve problems, bear social responsibility, which will ultimately make them successful people.

DIALOGUE AND INSPIRING SESSIONS

Role of New Media in Serving Humanitarian Issues



This session, which was held in cooperation with UNHCR, discussed the essential role played by new media in serving humanitarian issues through effective campaigns and initiatives. It shed the light on the widespread use of social media, and its positive impact besides discussing harnessing of the positive energy of the community through social media influencers given their ability to communicate with large numbers of people. It also discussed ways to raise awareness about the importance of utilising media skills and young energies to help refugees and people in need, achieve benefits for all, serve humanitarian work and encourage individuals to engage in this field effectively.

Speakers

MOHAMMED ABU ASAKER

the Public Information and Communications Officer at United Nations High Commissioner for Refugee

ZEINA YAZIJI

Journalist

WISSAM KEYROUZ

Journalist

MONA AL HAYMOOD

Journalist

ADWA AL-DAKHEEL

Businesswoman

Interactive Sessions

INTERACTIVE SESSIONS

Digital Diplomacy in Government Communication

The session addressed the concept of digital diplomacy as one of the emerging forms of diplomatic communication in today's world. It also showcased business models adopted in view of the ever-increasing changes in communication. Today's digital diplomacy is exemplified in the websites of foreign ministries, embassies, consulates and agencies, as well as in social media accounts of ministries and others.



Speaker
DR. MOHAMMED AYISH
Head of the Department of Mass
Communication at the American University
of Sharjah

“Digital diplomacy is an extension of traditional and public diplomacy in communication between official international authorities, where direct and interactive communication is based on the medium- and long-term to build soft power that serves the objectives of countries and their global approaches. Therefore, communication must be creative because it requires innovative capacities and skills in planning and development in terms of content and communication with interactive methods.”

INTERACTIVE SESSIONS

Governance from an Arabic Perspective

The first interactive dialogue session witnessed the launch of 'Governance from an Arabic Perspective' a book by HE Ambassador Dr Sa'ed Radaideh. The author tackled the meaning of governance in the context of government and away from corporate governance. He also looked at a number of key components of governance adopted by the United Nations including participation, accountability, justice and fairness, the rule of law, transparency, productivity and efficiency.



Speaker
HE AMBASSADOR DR SA'ED RADAIDEH
Consul General of the Hashemite Kingdom
of Jordan to Dubai and Northern Emirates

“Countries that embrace wise governance and the principles of participation and law are the most successful in promoting economic stability, through defining the role of the state and individuals in a transparent and equitable manner.”

INTERACTIVE SESSIONS

Dynamics of the Relationship between Millennials and Generation Z

In the presence of around 50 students from Sharjah and the UAE, the session discussed the increasingly important role the youth play in shaping the discussion agenda during the millennium and post-millennium generations, the consequent changes in media consumption habits and the differences between successive generations of the past 70 years.



Speaker
AYMAN ARANDI
Head of Nationals Programmes,
The Hult Prize

“The Millennium Generation aged 2237- years old usually reaps the rewards of new technology. People of this age group are enthusiastic and technologically creative and are also entrepreneurs; however, the age gap between generations has been widened more than ever before driven by successive technical developments.”

INTERACTIVE SESSION IN COOPERATION WITH SHARJAH PRESS CLUB (SPC):

The Future of Communication



Launch of Harvard Business Review Arabia's Special Issue and Interactive Discussion on the Future of Communication:

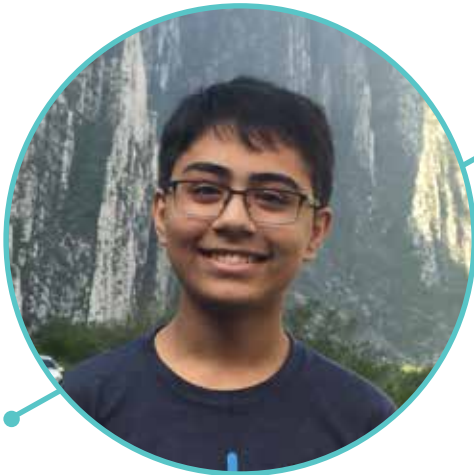
This session discussed the latest developments in the government communication sector, the mechanisms of effective communication, the current communication reality and future development prospects, as well as the impact of technology and Artificial Intelligence on government communication.

The session also witnessed the launch of a special edition of the Harvard Business Review Arabia, titled 'The Power of Communication'. The special edition was the result of cooperation between the Sharjah Press Club and Haykal Media, the official publisher of Harvard Business Review Arabia. It also represents a new step in Sharjah's project to build educated generations, develop a knowledge-based economy and bring the best international expertise to the UAE and the Arab world.

INTERACTIVE SPEECHES

Artificial Intelligence (AI) as the Key to
the Future of Government Communication
– Challenges and Opportunities

This speech highlighted the latest technological options and innovations, the Fourth Industrial Revolution and the role of AI in the development of global government communication



Speaker
TANMAY BAKSHI
14-year-old AI Expert for IBM

The radical advances in technology have changed the face of relationships between governments and their citizens. Traditional communication meant that there were millions of people trying to make their voices heard to one government and that is simply impossible as an effective form of communication. With the advent of social media, there is now access to real-time feedback which allows governments to immediately gauge public opinion. The communication between citizens and the state is now equal. What we are witnessing in terms of advanced technology in today’s world and the spread of social media sites is not coincidence, but both a fruition of relentless efforts and a form of Artificial Intelligence. This has led to raising questions about the difference between human thinking and artificial thinking, thus creating significant competition to upgrade services.

INTERACTIVE SPEECHES

The Role of Young Leaders in Governments of the Future

The speech underlined the importance of investment in skills and talents as well as the development of youth to prepare them to lead the future based on innovation. It also highlighted the UAE's experience in communication.



Speaker
HE NOURA AL KAABI
Minister of Culture and Knowledge Development

Since the creation of the UAE, the nation has been keen to establish communication channels between the government and its people. The late Sheikh Zayed bin Sultan Al Nahyan was the first to build the foundations of daily communication and interaction with citizens and residents throughout the UAE, a priority which is still evident in our leadership today.

INTERACTIVE SPEECHES

The Future of Open Data

This inspiring address focused on the motives that led to open source data online, and the competition between countries to provide their own government information on the Internet.



Speaker
SIR TIMOTHY JOHN BERNERS-LEE
Chairman of the UK's Open Data Institute and Inventor of the World Wide Web

Social media sites contain huge data developed by users in good faith in order to ensure the success of the communicative process. Given the complexities of the internet, we need be more conscious about making data available through these networks to both protect them and prevent their leak. Data from millions of users has ended up at the disposal of political consultants, forcing some uncomfortable questions for Facebook as to how personal information is used without consent."

INTERACTIVE SPEECHES

The Telecommunication Sector and Supporting Governments of the Future

The speech highlighted the importance of developing infrastructure and services that would contribute effectively to providing a supportive environment for innovation and development, and the role of the fifth generation (5G) wireless in developing various aspects of life.



Speaker
**KHALIFA HASSAN
AL SHAMSI**
Group Chief Corporate Strategy &
Governance Officer, Etisalat – UAE

“The UAE has been able to establish and enable the telecom sector to adopt a world-class infrastructure with the ability to meet the demands of rapid technology developments. 5G technology can play a pivotal role in services such as monitoring traffic and weather and the remote management of waste and energy as well as healthcare, with remote-monitoring of patients and the ability to deal with medical emergencies.”

INTERACTIVE SPEECHES

Better Actions and Communication for a Better Country

The speech touched on the importance of communication for governments and its impact on how governments can communicate with the public. It also highlighted the need for governments to adopt successful communication methods to achieve the desired progress.



Speaker
SIMON ANHOLT
Policy Advisor and Founder of the 'Good
Country Index' and 'Nation Brands Index – UK

“Everyone around the world realises that a nation's reputation and image are essential to growth and progress. Therefore, governments must think of their reputation and should work to improve it, especially as that image is reflected through communication. Anyone who represents their country automatically communicates positive or negative messages.”

INTERACTIVE SPEECHES

100 Years of Government Communication

The speech argued the importance of keeping up with the rapid changes and developments witnessed by the world and the role of government communication strategies in affecting public opinion, particularly with regard to the issues of interest to people such as environment, economy and education.



Speaker
ALEX AIKEN
Executive Director, UK Government Communications – UK

Government communication must be seen as a force for good. In a century of trial and error, we have learnt from our mistakes and continue to learn. There is a pride and professionalism within our staff and a desire to progress. We believe that every communication should be a campaign to influence the audience for the good of the public.

INTERACTIVE SPEECHES

Government Communication Skills

The speech raised a number of questions about why people use their mobile phones and the government's role in enhancing communication with the public.



Speaker
DR. FAHIM KIBRIA
CEO of Kotler Impact – Canada

E-governments must be user-focused, keeping an eye on providing priority services, understanding user benefit and, more importantly, building trust.

INTERACTIVE SPEECHES

Pushing Community Engagement Forward and How Governments Can Use Communication to Inspire Citizens

The speech featured a host of ideas that would provide the best ways on how governments can use communication to inspire citizens by adopting the latest government communication practices and link with developments in the Digital Age.



Speaker
HEATH SLAWNER
Motivational Speaker and Marketing Consultant – Canada

“
Individuals must use their self-strength and skills to deal with technological advances and work within groups. Communication, whether between governments and individuals, or between companies and employees, starts with a person capable of providing appropriate conditions to facilitate communication.
”

INTERACTIVE SPEECHES

The Era of Exponential Change

The speech addressed the infinite prospects that technology offers to humanity, and the achievements made by humanity throughout the ages, underlining the future of science and technology and how they continue to dramatically change life at an unprecedented speed.



Speaker
JASON SILVA
Renowned US media presenter and co-host of Abu Dhabi National Geographic's Brain Games

“
Technology is the bridge linking human creativity, imagination and unlimited mental abilities. Technology is an incubator of innovation and imagination which inspires the human brain. Thanks to technology, which brought the universe to our fingertips, we cannot deny the fact that human beings become more able to think.
”

Workshops

WORKSHOP BY SHARJAH PRESS CLUB

The Concept and Importance of Media Charisma



The session discussed media charisma as the most important feature of influencing others, in addition to how a media professional can make a positive impact, characteristics of a media personality and skills that must be found in a successful media professional.

Speaker
**NISHAN
DERHAROUTYOUNIAN**
Lebanese Journalist

SPECIALISED WORKSHOP BY SHARJAH PRESS CLUB (SPC)

International News and Multimedia in Cooperation with Thompson Reuters



In the presence of 20 participants from various local newspapers, the workshop discussed methods and standards of the international press, how to effectively build international news stories, and the impact and advantages of using multimedia and modern technologies, as well as their contributions to the rapid access of information through different publishing platforms.

Trainer

SAAD HATTAR

Expert at Thomson Reuters

TWO INTERACTIVE WORKSHOPS IN COOPERATION WITH UTURN

Impact of Accelerated Digital Transformations on Enhancing Arabic Content on Internet New Photography Techniques



In the first session, the Saudi-based UTURN Network, which specialises in the production and implementation of interactive content on YouTube, presented an overview of the entertainment industry and the history of its development over the last decade.

The second session discussed new photography techniques under the title 'Turn your Phone' and reviewed the latest techniques used in photographing and publishing images on social networking sites

Speaker

SALMAN HAMMAD

Content Creator at UTURN

Brainstorming Sessions

BRAINSTORMING SESSION IN COLLABORATION WITH SHARJAH YOUTH COUNCIL

We Communicate to Shape the Future

Some 100 young Emiratis, including school pupils, university students, people of determination, government employees and young entrepreneurs, engaged in a brainstorming session where they shared insights and ideas in nine fields: media, innovation, entrepreneurship, sustainability, health and sports, education, job markets, arts and culture, and values and principles.

Major participants:

Sheikh Fahim bin Sultan Al Qasimi

Chairman of the Sharjah Department of Government Relations

Sheikha Nawar Al Qasimi

Development Manager at Sharjah Art Foundation

HE Tariq Saeed Allay

Director of Sharjah Government Media Bureau

HE Ahmed Al Qaseer

COO of Sharjah Investment and Development Authority (Shurooq)

HE Khawla Al Serkal

Director General of Sharjah Ladies Club

Fahad Shehail

Chief Development Officer at Bee'ah

HE Nada Askar Al Naqbi

Director General of Sharjah Women Sports Foundation

Jassem Al Bloushi

Member of the Board of Trustees of Rubu' Qarn Foundation for Creating Future Leaders and Innovators

**TWO BRAINSTORMING SESSIONS IN COOPERATION WITH SHARJAH
CHILDREN SHURA COUNCIL**

The Future of Communication in the Eyes of Children



The first session shed light on methods and practices that help children to benefit from watching TV, using smart phones and electronic games. It concluded that smart entertainment should not take up too much of the children's time, as this may negatively affect their academic achievements and their mental and physical health.

Speaker – First session

MOHAMMED BIN DAKHIN

Ambassador of the Sharjah Government
Communication Award

**TWO BRAINSTORMING SESSIONS IN COOPERATION WITH SHARJAH
CHILDREN SHURA COUNCIL**

The concept of communication and its traditional and modern tools



The second session dealt with the concept of communication and its traditional and modern tools. It introduced the participants to the latest communication technologies for children with disabilities and encouraged them to devise new means of communication that will serve communities in the future.

During this session, the participants discussed developments that may occur in social media and possible ways to innovate technology that would help children with disabilities overcome the challenges they face.

Speaker – Second session

DU'AA AL-HARBAWI

Science Teacher

Guests

HE Dr Ameenah Gurib Fakim

Honorary Guest of the Forum, former president of Mauritiu

HE Lech Wał ́sa

Former President of Poland (19901995-)

HE Vanessa D ́Ambrosio

Former Captain Regent of San Marino

HE Noura Al Kaabi

UAE Minister of Culture and Knowledge Development

HE Mustapha El Khalfi

Minister Delegate to the Head of Government in Charge of Relations with Parliament and Civil Society and Official Spokesman of the Government of Morocco

HE Majd Shweikeh

Jordanian Minister of Information and Communications Technology.

Sean Spicer

Former Press Secretary of the White House under President Donald Trump

Sir Tim Berners-Lee

Chairman of the Open Data Institute and inventor of the World Wide Web

Naguib Sawiris

Chairman of Orascom Telecom Holding

Steve Wozniak

Co-founder of Apple; and Jimmy Wales, Founder of Wikipedia

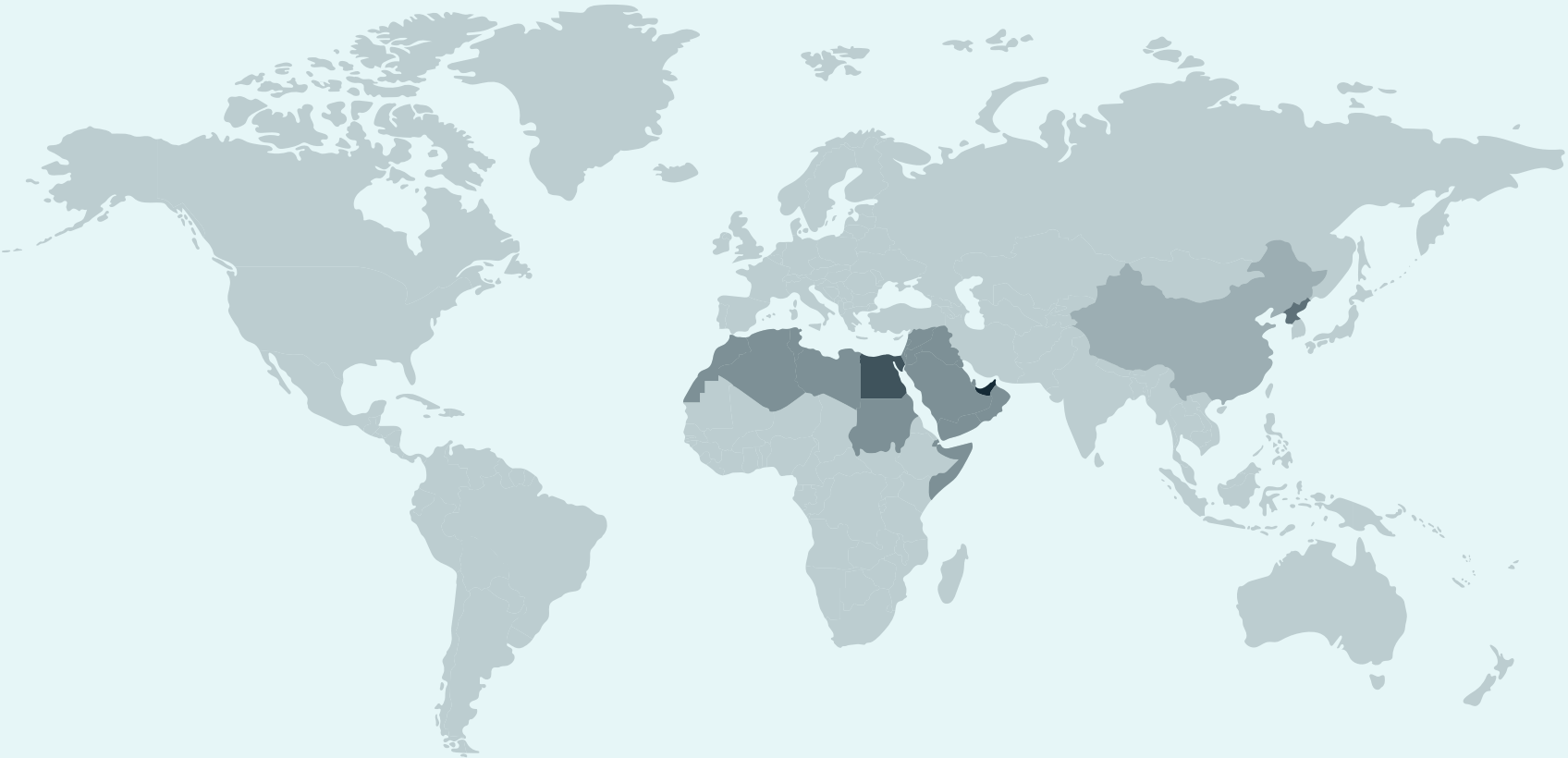
Tanmay Bakshi

Artificial Intelligence Expert for IBM in Canada

Statistics
Media Coverage

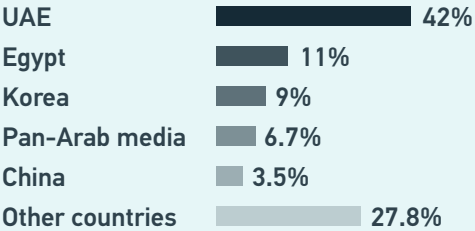
Media Coverage

The 7th International Government Communication Forum (IGCF 2018) drew considerable attention from local, regional and international media due to a number of reasons, most notably its theme “Digital Millennium ... Where to?” Another reason was its sessions, which discussed a myriad of issues related to the future of government communication in the era of digital communities, as well as the speakers and VIPs the event hosted. The attention was evident in the media coverage IGCF 2018 received, topping the previous six editions. The number of clippings that talked about the seventh IGCF across all media, including printed press, news websites, magazines, TV and radio, was 3,960 clippings, yielding an AVE of over AED 91.5 million and OTS of nearly 1.8 billion people. The number of reports on the Forum by Sharjah Government Media Bureau amounted to 46, covering all topics related to the forum before, during and after the event. During the 2-day Forum, 586 interviews were conducted with media professionals, speakers and attendees. IGCF 2018 saw the attendance of 244 journalists from 36 countries around the world.



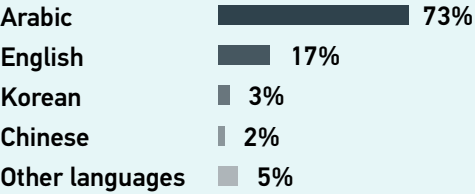
NUMBER OF CLIPPINGS BY REGION

News on the seventh edition of the International Government Communication Forum were circulated across 52 countries.



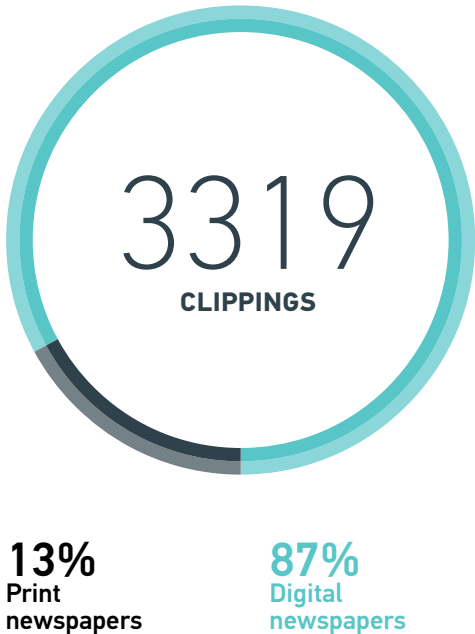
NUMBER OF CLIPPINGS BY LANGUAGE

Media coverage of the 7th International Government Communication Forum was done in 17 different languages.



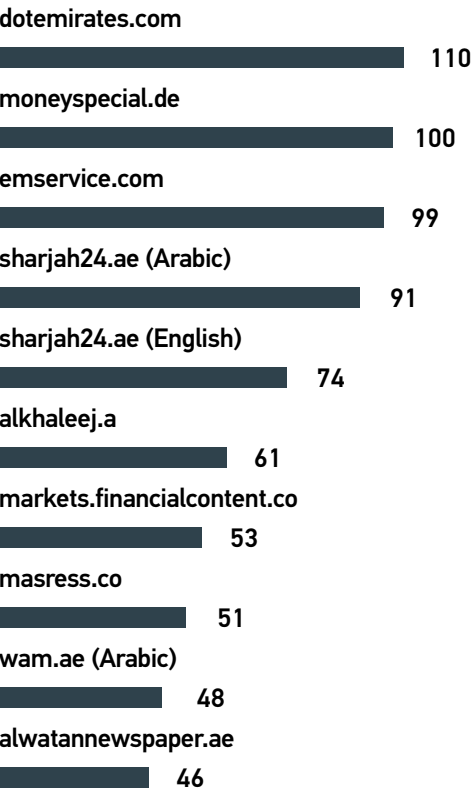
Media Coverage

CLIPPINGS IN NEWSPAPERS



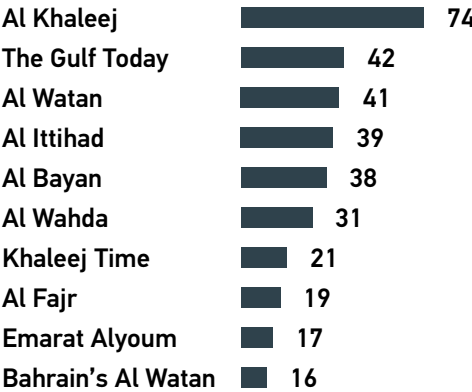
TOP 10 NEWS WEBSITES
COVERING IGCf 2018

Concerning top ten news sites that covered IGCf 2018.



TOP 10 NEWSPAPERS COVERING
IGCF 2018

Regional and international newspapers that covered the seventh edition of the International Government Communication Forum.



CLIPPINGS IN VISUAL AND
AUDIO MEDIA



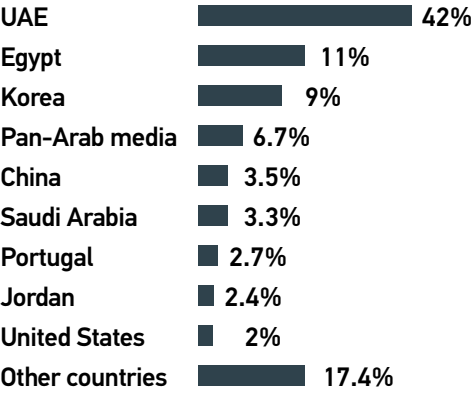
INTERNATIONAL
TV COVERAGE



Broadcast
Duration 9,600 Seconds

BROADCAST DURATION
BY COUNTRY

The 7th International Government Communication Forum stood out from previous editions with the international TV coverage it received, thanks to the cooperation between Sharjah Government Media Bureau and global news providers.

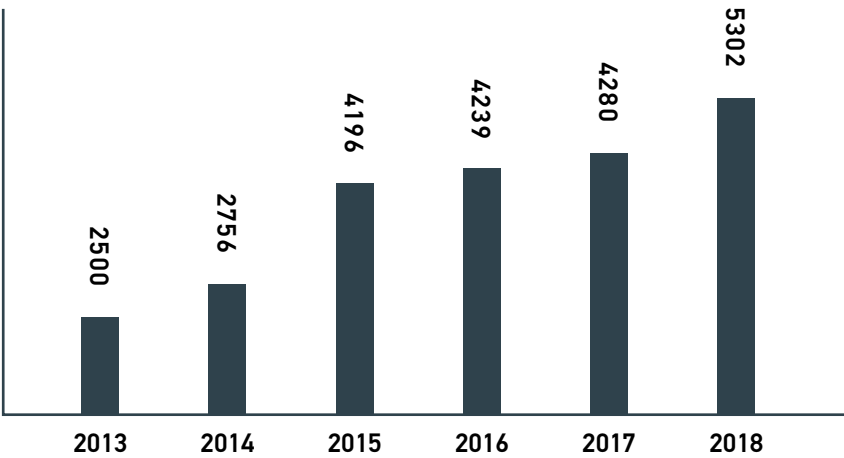


AVE 17,280,925 AED
OTS 810,442,976

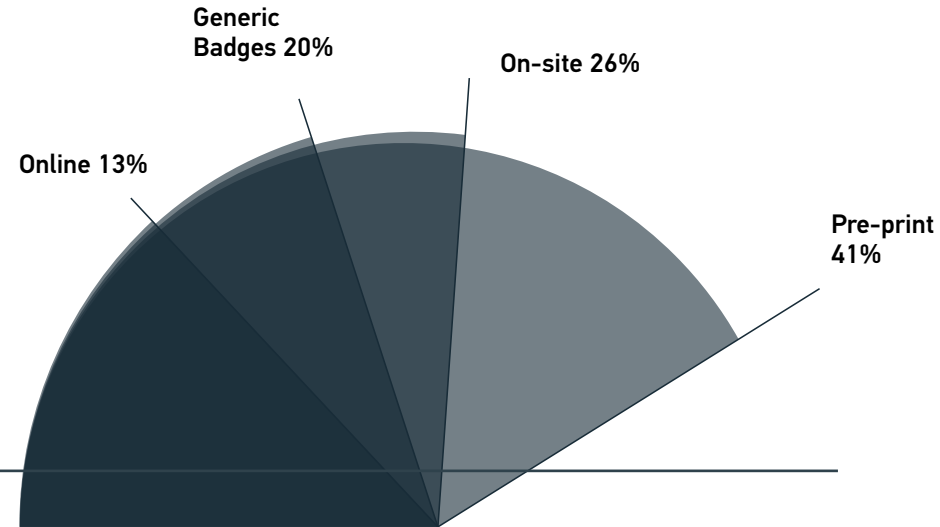


Attendance and Registration

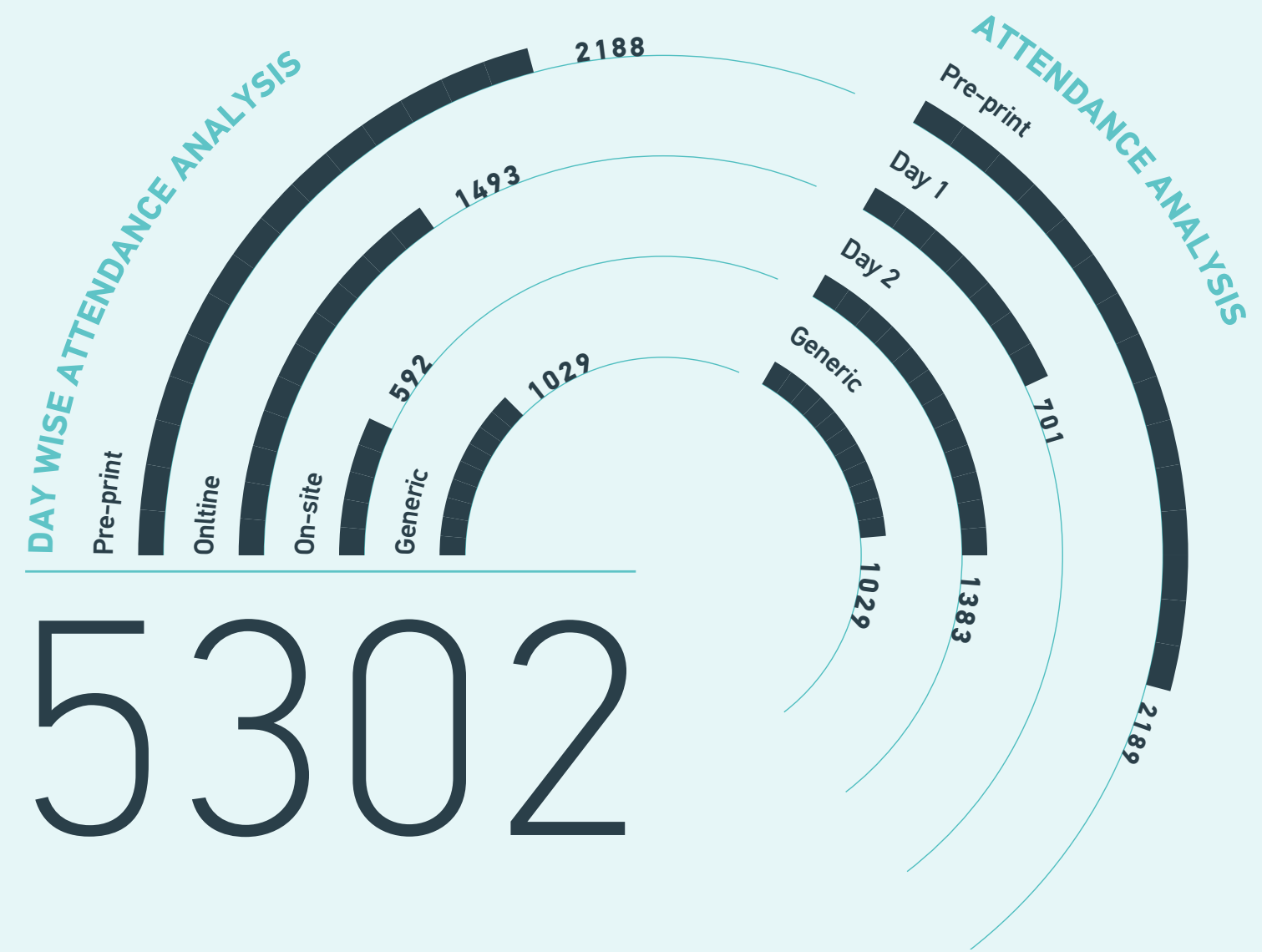
PRE-REGISTRANTS
ATTENDANCE ANALYSIS



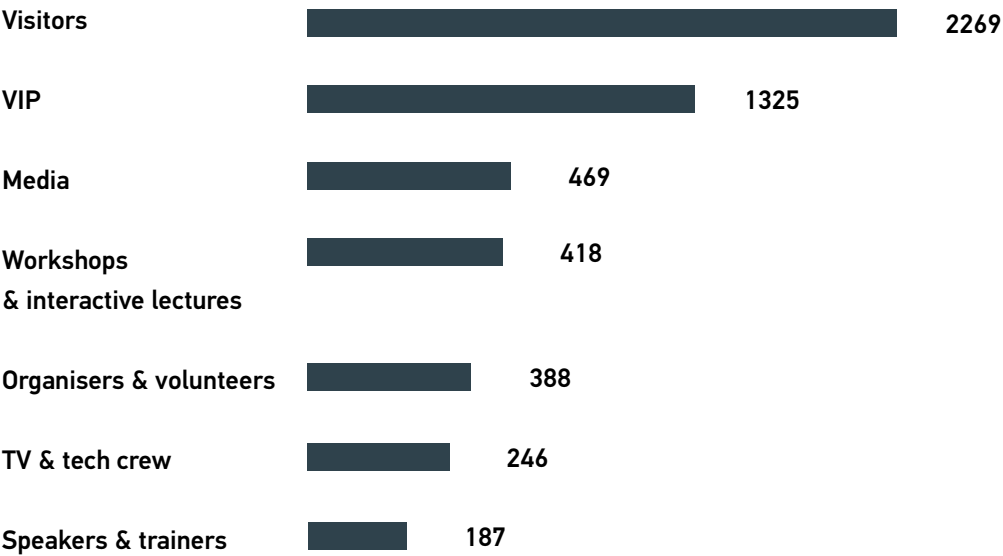
REGISTRATION
TYPE ANALYSIS



Attendance and Registration



BADGE CATEGORY ANALYSIS



Closing Ceremony

Closing Ceremony: Announcing recommendations and honouring speakers, sponsors, partners and supporters.

The seventh session of the International Government Communication Forum concluded with a ceremony held at the Expo Centre Sharjah in the presence of Sheikh Sultan bin Ahmed Al Qasimi, Chairman of the Sharjah Media Council, Dr Ameenah Gurib Fakim, Honorary Guest, HE Tariq Saeed Alay, Director of Sharjah Government Media Bureau and Jawaher Al Naqbi, Manager of International Government Communication Centre.

In addition to honouring speakers, participants, sponsors and supporters, the Academic Committee revealed its recommendations in the closing ceremony and the conclusions of the forum were also announced.

Sheikh Sultan bin Ahmed Al Qasimi expressed his thanks to all those who contributed to the success of the forum, especially the speakers for their experiences, the forum's guests, Sharjah

Government Media Bureau staff and all official and private institutions participating in the forum's programmes, as well as the media institutions that streamed the event around the world.

Sheikh Sultan also honoured strategic partners including Sharjah Chamber of Commerce and Industry, Sharjah Islamic Bank, Sharjah Media City (Shams), Sharjah Media Corporation, the international partners ENEX and Sky News as well as the regional partner Sky News Arabia.

This year's edition was held under the patronage of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, on 28-29 March 2018, at the Expo Center Sharjah under the theme 'Digital Millennium...Where to?', with the participation of 40 speakers from 16 countries. The participants discussed various issues revolving around 'The Future of Government Communication in the Digital Society', through interactive and dialogue sessions and many accompanying events.

Closing Ceremony



Team spirit



Our Partners

INTERNATIONAL PARTNER



REGIONAL PARTNER



STRATEGIC PARTNER



LOCAL PARTNER



OFFICIAL PARTNER



TRAINING PARTNER



