

Historic Lessons, Future Ambitions

HIS HIGHNESS

SHEIKH DR. SULTAN BIN MUHAMMAD AL QASIMI

SUPREME COUNCIL MEMBER AND RULER OF SHARJAH





Historic Lessons, Future Ambitions

HIS HIGHNESS

SHEIKH SULTAN BIN MOHAMMED BIN SULTAN AL QASIMI

CROWN PRINCE AND DEPUTY RULER OF SHARJAH



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Under the patronage of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, and in the presence of His Highness Sheikh Sultan bin Ahmed Al Qasimi, Deputy Ruler of Sharjah, the International Government Communication Centre (IGCC), an affiliate of Sharjah Government Media Bureau, organised the 10th edition of the International Government Communication Forum (IGCF) between September 26-27 under the theme, 'Historic lessons, Future ambitions'.

The 10th edition IGCF evaluated the past experiences of government communication, discussed the current realities and envisioned a new futuristic agenda. Besides reviewing the mechanisms, tools and agility of government communication responses, the Forum underscored the utilisation of modern communication tools in order for government communication teams to be future-ready.

The forum discussed topics that contribute to strengthening institutions and governments' communication roles and practices to support their presence and positive impact in shaping community's perceptions in line with current and future developments, by utilising modern media and communication tools that have become an essential part of communication.

The two-day forum hosted 7 panel discussions, 5 inspirational talks, 7 training workshops, and 12 interactive programmes led by 79 experts from 11 countries who reviewed government communication tools and mechanisms, analysed changes in public perceptions to shape and the way forward in government communication efforts.

Among the distinguished figures participating in IGCF 2021 were His Royal Highness Prince Turki Al Faisal, the Guest of Honour of this edition and Founder and Trustee of King Faisal Foundation and Chairman of the King Faisal Center for Research and Islamic Studies; HE Ahmed Aboul Gheit, Secretary-General of the Arab League; and HE Dr Nayef Falah Al-Hajraf, Secretary General of the Cooperation Council for the Arab States of the Gulf (GCC).

IGCF 2021 RECOMMENDATIONS

At the end of the two-day international event, the forum announced the following recommendations:

- 01 Develop academic curricula for schools and universities that integrate ethics and development practices and introduce critical thinking.
- **02** Introduce storytelling in government communication teams and departments.
- Onsolidate efforts to highlight the importance of the Arabic language through its usage across local and global platforms.
- 04 Introduce sociology, behavioural and data disciplines to government communication teams.
- **05** Educate community on the need to adopt cyber security practices as a lifestyle.
- **06** Develop government platforms to monitor rumours and dispel them.
- **07** Develop government communication strategies based on data science and social behaviour analysis.
- **08** Develop a project to restructure government communication departments according to the needs and aspirations of future generations.

- Cooperation between government institutions and influencers to develop a charter on regulating the content of social media platforms.
- O7 Developing a social media platform by bringing together social media influencers and government institutions to easily deliver government messages through social media outlets.
- Intensification of training programmes for targeted media education for the youth and a review of school curricula to be developed in line with the changing times and future requirements.
- 10 Reshaping government discourse according to existing realities and engaging peoples by raising their awareness of the size of challenges and depth of problems facing society.
- 11 Supporting artworks that stimulate positive thoughts compliant with ethical values and principles.
- 12 Launching the Crisis Management Network Initiative Area to share and disseminate

- successful experiences and develop general framework for public engagement in dealing with crises, adopting best practices, and creating a comprehensive vision of the art of crisis management for all government institutions.
- 13 A feasibility study for remote work (working from home) taking into account the Covid 19 experience and reviewing the mechanism so as to make it available flexibly in tandem with future developments by establishing firm controls and without compromising performance of government institutions.
- 14 Scientific reference edition that includes the best societal practices in government communication at the district level to make use of them and invest them in initiatives that benefit communities.







The development of the "human factor" that is so essential to nation-building is by striking a perfect balance between socio-economic progress and only possible intellectual and emotional development. In the eighties of the last century, the region was in the post-oil discovery and rapid urban development. His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, at the time said, "Enough of the concrete revolution. Let's start building the human factor." Ever since, the emirate has been on a historic journey that has the development of the human factor as its topmost objective.

HIS HIGHNESS

SHEIKH SULTAN BIN AHMED AL QASIMI

DEPUTY RULER OF SHARJAH, CHAIRMAN OF SHARJAH MEDIA COUNCIL Historic Lessons, Future Ambitions

• OPENING SPEECHES

The opening ceremony was attended by Sheikh Khalid bin Essam Al Qasimi, Chairman of the Sharjah Department of Civil Aviation; Sheikh Fahim Al Qasimi, Chairman of the Department of Government Relations, Sharjah; Sheikh Khalid bin Ahmed Al Qasimi, Director General of the Department of e-Government in Sharjah; Sheikh Majid bin Sultan Al Qasimi, Director of the Suburbs and Villages Affairs Department; HE Tariq Saeed Allay, Director General of Sharjah Government Media Bureau in addition to senior diplomats, members of the Sharjah Executive Council; heads of government departments, senior officials and representatives of various organisations and missions, academics and media representatives.









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The biggest challenge before the world today is managing the ongoing transformations to formulate and restructure a new international order. This is essential to highlight the existing balances of power, accommodate global changes on all levels, and respond to each country's aspirations for a just international order that provides a strategic environment for a safe and stable world.

HIS ROYAL HIGHNESS

PRINCE TURKI AL FAISAL

FOUNDER AND TRUSTEE OF THE KING FAISAL FOUNDATION AND CHAIRMAN OF THE KING FAISAL CENTER FOR RESEARCH AND ISLAMIC STUDIES





Over the course of two years, we witnessed the impact of effective communication during a crisis had on the performance of governments. It is evident that governments with open communication channels and mutual trust with their peoples were able to better manage the crisis and carry out their duties to direct, control and raise awareness in a quicker and more efficient manner.

HE
AHMED ABOUL GHEIT

SECRETARY-GENERAL OF THE ARAB LEAGUE





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For effective government communication to achieve its objective, it needs to be supported by ethical private media. The achievement and protection of key national objectives is a collective responsibility. There is a need for a charter to govern the cyber space to enable readers to sift facts from fake news and false information.

DR.

NAYEF FALAH AL-HAJRAF

SECRETARY GENERAL
OF THE GULF COOPERATION COUNCIL (GCC)





In less than 50 years, the UAE has come to be ranked in top positions on global development indicators and during this period, Sharjah's cultural project has left a prominent footprint on the region and the world. All these achievements stem from many factors, most notably learning from past lessons, which is a key pillar of the 10th edition of IGCF.

HE

TARIQ SAEED ALLAY

DIRECTOR GENERAL
OF SHARJAH GOVERNMENT MEDIA BUREAU

INSPIRATIONAL TALKS

26 SEPTEMBER 2021

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Communicating with the public through social media platforms provides moral and psychological support for nations. We can succeed in delivering big and important messages to communities and youth in particular.

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OMAR FAROOQ

BAHRAINI CONTENT CREATOR



INSPIRATIONAL TALKS

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27 SEPTEMBER 2021

Cyber Security

Represented by HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE and His brothers, Rulers of the emirates, our wise leadership developed a strategy to prevent and fight against any threat that could affect any of the country's economic, political and other sectors through the establishment of the Cyber Security Council, along with cyber security centres in each emirate. These entities work together to implement the strategy and achieve its goals.

DR.

MOHAMED HAMAD AL KUWAITI

HEAD OF CYBER SECURITY FOR THE UAE GOVERNMENT



• INSPIRATIONAL TALKS

DAY 02
27 SEPTEMBER 2021

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For government departments to communicate their messages to Gen Z, the best and most effective messaging on social media uses less product and more storytelling, leverages cultural moments to cater for the needs of the target audience and makes every user of the department's platform their own TV show.

TIMOTHY ARMOO

FOUNDER AND CEO
OF GEN Z SPECIALIST AGENCY, FANBYTES



• INSPIRATIONAL TALKS

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27 SEPTEMBER 2021

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I get my strength from my experiences, my family, and the people around me. I get my strength from whatever people may say to make me feel despair or wonder whether my choices are good or not and whether art is useful or not. One can also get strength from their mistakes, disappointments, weaknesses, and how to harness them to attain self-realisation.

REMIE AKL

LEBANESE WRITER AND DIRECTOR



INSPIRATIONAL TALKS

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DAY 02
27 SEPTEMBER 2021

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To answer the pressing question: which is more interesting for communities? Truth or the way and mechanism in which it is communicated to them? Innovation is vital in content creation and the story plays a key role in shaping public opinion. People usually do not care about the truth or correct information as much as they are interested in how to obtain it. There are many examples of stories that went viral although they are not correct, such as the stories of "Newton's apple" and "Marie Antoinette's cakes."

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AHMED AL GHANDOUR

EGYPTIAN YOUTUBE CONTENT MAKER



DISCUSSION PANELS

DAY 01
26 SEPTEMBER
2021

- **01** How to break the hold of conspiracy theories
- **102** The efficacy of communication messages... A cross-disciplinary collaboration involving behavioural science and data analytics
- 03 Nature of storytelling and function in discourse

How to break the hold of conspiracy theories





SPEAKERS

Dr Fahad Al Shulaimi Al DhafiriPresident of Gulf Security and Peace Forum

Lord Philip Hammond

Chancellor of the Exchequer, UK (2016 – 2019), Foreign Secretary, UK (2014-2016) and Member of the House of Lords

Nart Bouran

CEO of International Media Investments

SESSION MODERATOR

Nadim Koteich Sky News Arabia

FOCUSES

- Conspiracy theories are resistant to change and they obstruct governments' role; so how can they be surmounted?
- How can government communication departments devise strategies and programmes to counteract the influence of conspiracy theories?
- What role can the media play in combating conspiracy theories? Is the media's role proactive, direct, or reactive in protecting the public from the threats posed by conspiracy theories?
- Can conspiracy theory techniques work against the conspiracy theory itself, i.e. can the theory be turned into a conspiracy that harms society and the public in order to overcome its impact?
- Frameworks to enhance trust between governments and societies

How to break the hold of conspiracy theories





The lack of foresight for problems and crises, as well as an inability to predict the future and a lack of planning, all contribute directly to the strengthening and spread of conspiracy theories, and that government agencies must work to improve aspects of trust with the public through transparency and clarity. Prompt disclosure of information from the start, to avert any interpretations intended to proliferate and spread rumours (can help).







Those considered more susceptible to conspiracy theories have a particular mentality that adheres to a particular methodology, which must be addressed using the same methodology. Education and the promotion of critical thinking through the examination of facts aid in confronting any false rumours.



Lord Philip Hammond
Chancellor of the Exchequer, UK (2016 – 2019),
Foreign Secretary, UK (2014-2016) and Member
of the House of Lords



One of the primary reasons for the spread of conspiracy theories is social media platforms, specifically the fact that the majority of them are built on commercial foundations and are therefore unprepared to play the role of true journalism. We must reaffirm journalism foundations and ethics in order to meet 2021 challenges, and media institutions have a responsibility to challenge the conspiracy idea by demonstrating how government performance influences media through transparency, clarity, and the speed with which genuine information is provided.





Nart Bouran CEO of International Media Investments

The efficacy of communication messages... A cross-disciplinary collaboration involving behavioural science and data analytics



SPEAKERS

HE Ali Bin Mohammed Al Rumaihi

Former Bahraini Minister of Information Affairs

HE Saeed AI Eter, Chairman

UAE Government Media Office

HE Mohammed Jalal Al Raisi

Director General of the Emirates News Agency, WAM

David Halpern

Chief Executive, Behavioural Insights Team, UK

SESSION MODERATOR

Badriyah Al Bishr

Saudi writer, novelist, and media professional

FOCUSES

- How closely do communication teams reflect areas of expertise?
- Specialisations resulting from fast-paced digital change and its impacts on various aspects of life
- How can we assist government communication departments with content analysis?
- What academic fields should be developed or updated, and what role should universities play in supporting the future of government communications?
- Should media professionals receive sociology training, or should sociology students receive media training?

There is a need to use social media influencers to deliver messages to a broader audience, and to change the discourse style on government agencies social media accounts, to reach wider audience and youth to achieve maximum impact.

Summary of the session

The efficacy of communication messages... A cross-disciplinary collaboration involving behavioural science and data analytics



Government communication teams need to have knowledge and experience in various technical tools related to social media platforms, including algorithms that keep content highlighted. Using these tools to deliver messages to the public has changed the style of messages to be suitable for these platforms instead of transmitting content that was previously only suitable for traditional media.



David HalpernChief Executive, Behavioural Insights Team, UK



We need to partner with social media influencers to deliver government communication messages to a broader audience and change the style to reach wider segments, including youth, through different means to be more effective and increase government communication's reach.



HE Saeed Al Eter, ChairmanUAF Government Media Office



Social media platforms are a double-edged sword. At the beginning of the pandemic, it was a source of wrong information. Later, it contributed effectively and positively to raising awareness and delivering government and health bodies' messages to the public.





Dr. Abdullah Al-MaghlouthMinistry of Media - Deputy Minister
for Communication Agency and MoM's
official Spokesperson

Nature of storytelling and function in discourse





FOCUSES

- Reviewing examples of successful storytelling; how to use storytelling to develop ideas and convictions
- Is the storytelling method applicable to the messages of all government communication agencies or is it restricted to specialised messages?
- Are there stories that are appropriate for certain communities and audiences but not for others, and who determines the form and type of stories that are appropriate for audiences?

SPEAKERS

Rashed Al Falahi

Advisory Committee Member, Dignified Storytelling

Al Saad Al Menhali

Editor-in-Chief, National Geographic Al Arabiya

Nayla Al Khaja

Emirati writer, director, and producer

Will Storr

Author and photographer

MODERATOR

Malek Maktabi

Lebanese television presenter

Nature of storytelling and function in discourse







In the context of government communications, you can publicise all the policies and projects you want, but it's how you narrate the story of these policies, why they have come about and the ability to convey it to the right target audience, that makes for good promotional strategy.



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Rashed Al Falahi Advisory Committee Member, Dignified Storytelling



Storytelling can be a talent and a second nature. It can also be acquired through experience and training. The ability to write, achieve attraction marketing, understand the audience's tendencies as well as credibility and passion are all factors of a successful storytelling effort.





Nayla Al Khaja Emirati writer, director, and producer

DISCUSSION PANELS

DAY 02 27 SEPTEMBER 2021

- **01** The future relevance of government communication tools: An assessment
- **O2** Government communication methodologies and their impact on collective awareness
- **03** Who defines the rules of the game? Content platforms or creators?
- **04** Viewer versus Entertainment: Who is watching who?

The future relevance of government communication tools: An assessment



SPEAKERS

HE Toomas Hendrik Ilves

President of Estonia from 2006-2016

HE Omar Sultan Al Olama

UAE Minister of State for Artificial Intelligence

HE Eng. Sakher Marwan Dudin

Minister of State for Media Affairs, Jordan

Sir Craig Oliver

British news editor, producer and media executive, Principal of Teneo

MODERATOR

Sally Mousa

Radio and TV Presenter

FOCUSES

- Will the audience of the future wait for traditional means of communication?
- What established practices will survive, and what has become outdated and obsolete for current and future government communication?
- What drives change? The mentality and consciousness of the masses or the development of contemporary media?
- Should the reform begin with government communication practitioners or with a specialised academic curriculum?



The real challenge we faced in our quest to adopt AI and modern technology from the start was that we were so behind. We had to start with what developed countries have reached, and the long-term vision of our government at the time contributed to facilitating the adaptation of this approach.





HE Toomas Hendrik IlvesPresident of Estonia from 2006-2016

The future relevance of government communication tools: An assessment



We should live up to the responsibility and be wiser when we communicate messages through modern technology in a way that enhances their impact.

This urges us to understand online platforms. I am not an advocate of censoring and restricting social media and online platforms, but at the same time it is extremely important to raise community awareness about them.



HE Omar Sultan Al OlamaUAE Minister of State for Artificial Intelligence



During the Arab Media Forum in Cairo, Jordan proposed a framework for assessing Arabic content on social media platforms with giant companies. There are 400 million Arab users, and this is why it is important to respect Arabic content and prevent any form of misuse.



HE Eng. Sakher Marwan DudinMinister of State for Media Affairs, Jordan



Governments should constantly improve communication methods, be clear and transparent, and provide the ideal platforms that harness modern technology in addition to traditional means to communicate their messages to society. The content should be credible and have high quality because the storytelling skill in modern government discourse contributes to ensuring a logical rhetoric that meets the interests of target groups.





Sir Craig OliverBritish editor, producer and media executive,
Principal of Teneo

Government communication methodologies and their impact on collective awareness



SPEAKERS

Mohammed AlMulla

Kuwaiti writer and media professional

Amjad Taha

Bahrain-based Regional Director of the British Middle East Centre for Studies and Research

Sami Al Reyami

Editor-in-Chief of 'Emarat Al Youm' newspaper

MODERATOR

Faisal bin Hariz

TV Presenter, Sky News Arabia

FOCUSES

- What are the most prominent models that officials used when delivering speeches and different rhetorical models during the Coronavirus pandemic?
- To what extent does the target audience influence the models of discourse?
- Discourse development elements include readable language, body language, tone of voice, and time
- Strategies for determining the speech content, message, and timing
- Ways to evaluate the public's reaction to the discourse's content and objectives

Government communication methodologies and their impact on collective awareness





Official communication channels between government entities and people saw significant changes over the past few years. Social media platforms became effective in this field, and therefore any official who does not use those platforms will find it difficult to convince the public on the content of any official discourse. The true leader communicates with people and opens direct communication channels with them.



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Mohammed AlMullaKuwaiti writer and media professional



The key reason for the UAE's successful handling of the Covid-19 crisis is the total confidence that the nationals and residents had in the official procedures implemented under the directives of the wise leadership (of the country). Without the culmination of honesty and transparency in official communication with residents and citizens on all topics and issues, we would not have achieved this level of success in managing the crisis.





Sami Al Reyami Editor-in-Chief, Emarat Al Youm newspaper.

Who defines the rules of the game? Content platforms or creators?



SPEAKERS

Elizabeth Linder

Founder, CEO & Chief Diplomatic Officer at Brooch Associates, and founder of Facebook's Politics and Government Division

Raed Bargawi

Chef Editor of Al Khaleej Newspaper

Caroline Faraj

Vice President for Arabic Services at CNN

Rashid Al Awadhi

CEO of the New Media Academy

MODERATOR

Sherif Amer

presenter of the talk show "Happening in Egypt" on MBC Masr

FOCUSES

- · Content the status quo and the challenges
- Government communication departments and the impact of the digital content industry
- Modern communication players. Who will come out on top?



Social media platforms opened new prospects and space for the media and stimulated sustainable development to keep with the new phase.





Elizabeth Linder

Founder, CEO & Chief Diplomatic Officer at Brooch Associates, and founder of Facebook's Politics and Government Division

Who defines the rules of the game? Content platforms or creators?



Newspaper grew 100,000 readers in the countries of their publication. Today they have grown to one million in many countries through social media platforms.



Raed Barqawi Chef Editor of Al Khaleej newspaper



It is essential to reach out to the audience, but more important is how. Do we do that with truth, distorted truth, or deception? The truth is one, but the way it is presented and broadcast can be different throughout TV, radio and newspapers. Moreover, there is a new player – social media platforms that should be harnessed to reach out to the public.



Caroline Faraj
Vice President for Arabic Services at CNN



The medium and methods of media have changed, and we all need to keep with the changes that happened to understand them. Content creation in the forthcoming period should be concentrated, focused, brief and easy to communicate to the audience in 20 seconds.







Viewer versus Entertainment: Who is watching who?



FOCUSES

- Identifying recreational communication and its impact on society
- Is it possible for government communication agencies to manage entertainment content while communicating messages?
- How does the investment in entertainment content affect attitudes and behaviours?
- How aware is the public about the messages conveyed by entertainment content?
- The art forms that are most influential in terms of cultural change

SPEAKERS

Abed Fahed Syrian actor

Asil Omran Saudi actor

Ali Ghalmoush
Head of Originals at Shahid,
MBC Group

MODERATOR

Zeina Yazigi Television anchor at Asharq News



Psychologist Albert Bandura conducted a scientific experiment on a group of children in the 1960s through which he discovered how humans learn. The study indicated that humans learn through imitating what they see, and the impact of what they see increases if the people they are watching are like them. We are influenced by simulation, and we build our values and behaviours based on observing and watching. Today, the thing we watch the most is the content of social media platforms.



Zeina Yazigi Television anchor at Asharq News

Viewer versus Entertainment: Who is watching who?



There is a multilateral conflict between actors and what they want, between cinema and TV screenwriters, between production companies and what the audience want, and there is no winner in this conflict. If we take what the audience want into account, how can we attract the audience if we are facing the challenges of a strict system of regulations and standards while foreign cinema and streaming providers offer content that is not controlled by those same standards?



Abed Fahed Syrian actor



Arabic content makers should keep up with what is happening around the world, and they should develop the content to avoid pushing the audience towards foreign content.

Presenting a bold idea or new perspective is not the challenge, but the way it is delivered on screen, in line with our culture and ethics.



Asil Omran Saudi actor



The content should not necessarily address the concept of reward and punishment, or a misconception that needs to be corrected and replaced with the right concept. The content can be a mere fiction, but unfortunately, we do not see that a lot in the Arab world. We have great Arabic content that can compete against foreign content, but unfortunately the audience seek the latter because of the big trends.







INSPIRATIONAL TALKS

DAY 01 26 SEPTEMBER 2021

- **01** Interactive talk: Government communication chat
- 02 Interactive session: Leading in times of crisis
- 03 Influencers' forum: Infodemic
- **04** Youth forum: The fifth generation of ideas
- **05** Sharjah youth forum: 50 years of youth aspirations

Interactive talk: Government communication chat





MECHANISM

The session hosted a number of officials on one platform to discuss their organisations' general plans in the framework of the distinguished role played by government communication. In response to questions from the programme's presenter, each official offered a record of their organisation's role, goals, vision and scope. They also highlighted the role of government communication and applications it provides to achieve the goals set out in the plan.

Key highlights also included the concrete studies, suggestions and inspiring ideas with which the IGCF concludes each year and the significant role it plays in improving communication in diverse institutions.

SPEAKERS

Dr Khalid Omar Al Midfa

Chairman, Sharjah Media City (Shams)

HE Khalid Jasim Al Midfa

Chairman of Sharjah Commerce and Tourism Development Authority

HE Abdulaziz Almusallam

Chairman, Sharjah Institute for Heritage

Nasser Al-Tamimi

Director of Media Organization Department Media Regulatory Office at the Ministry of Culture and Youth

Ahmed Al Mail

Director of the Department of Social Services

Ammar Al Maeeni

Director of Creative Communication -Government Development and the Future Office at the UAE Ministry of Cabinet Affairs

MODERATOR

Maryam Allay

TV presenter, Sharjah Broadcasting Authority

Interactive session: Leading in times of crisis



SPEAKER

Alastair Campbell

British journalist, author, strategist, broadcaster and activist. He also served as the spokesman, press secretary and director of communications and strategy under former British Prime Minister Tony Blair



The golden rule for crisis management is OST – Objective, Strategy and Tactic. People often confuse the three and go from O to T without thinking about a strategy. The objective is to get through a crisis, and tactics are only effective if there is a strategy. The Coronavirus pandemic affected communities all over the world and believing that a crisis will come to an end is an effective way to face it.





Alastair Campbell

British journalist, author, strategist, broadcaster and activist. He also served as the spokesman, press secretary and director of communications and strategy under former British Prime Minister Tony Blair

Influencers' forum: Infodemic





MODERATORS

Haitham Al Hammadi TV presenter, Dubai Media

Nada Al Shaibani TV presenter, Abu Dhabi Media

FOCUSES

- How can the public build trust in the social media influencers?
- What role do influencers play in shaping their country's image?
- How can departments of government communication and social media influencers collaborate better?

As government communication departments are aware of the magnitude of the impact and change that influencers can bring about, this has prompted them to build bridges of cooperation with influencers to address the most pressing challenges that obstruct the delivery of messages to the public and disrupt the public's response to them, known as the Infodemic, and the resulting underestimation, misinformation, and confusion. The forum discussed the possibility to strengthen partnership between social media influencers and government communication departments to achieve the required development goals.

Summary of the forum: Infodemic

Youth Forum: The fifth generation of Ideas





FOCUSES

- What kind of thinking are we ready to deploy in order to keep up with the constant changes in inventions and discoveries that alter the nature and shape of social life?
- What role does government communication play in achieving a balance between emotional intelligence, and social intelligence?
- Based on their priorities, how do young people perceive the societies of the future and what role they will play in them?

MODERATORS

Maitha Mohammed Content Creator

Marwan Al Shehhi TV presenter, Dubai Media In order to mobilise support for government programmes and policies, government communication plays a critical role by creating a culture of interaction with all segments of society. The youth segment is regarded as one of the most important segments of society, particularly in the Arab world, because it plays a vital role in developing the region's countries and helping them transition effectively and safely to the future.

Summary of the forum: The fifth generation of Ideas



Sharjah youth forum: 50 Years of youth aspirations





SPEAKERS

Major General Saif Al Zari Al Shamsi Commander-in-Chief of Sharjah Police

Shihab Alhammadi

Director of the Sharjah Media City Free Zone Authority (Shams)

MODERATOR

Shurouq LashkriTV Presenter, Dubai Media

THEMES

Security

- Plans for a safe environment that attracts different nationalities.
- The readiness of the police sector technologically, and the inclusion of AI (Artificial Intelligence) to serve the country and its residents.
- The efficiency of human capabilities (youth) in line with the aspirations of the police sector for the coming 50 years.

Media

- The importance of promoting the accomplishment of UAE and its culture.
- The role of the youth in representing and advancing UAE's media.
- Reinforce the concept of valuable and beneficial media content in light of the influence of external challenges.

During the IGCF 2021, Sharjah Youth Forum tackled two themes; security and media, in order to guarantee the continuity of opportunities, and to deliver the ideas of the youth to the people involved in these fields which change rapidly and constantly in the present as well as in the future.

Summary of the forum: 50 Years of youth aspirations

INSPIRATIONAL TALKS

DAY 02
27 SEPTEMBER 2021

- **01** Government communication and business sustainability
- **02** Misleading news in the time of the Coronavirus
- 03 Chief Editors' Forum: Where lies the future of print media today?
- 04 Researchers' Platform
- 05 Media professionals from other fields... Inspiring stories
- **06** Job Shadowing Programme
- 07 How does the community get involved in decision-making?

Government communication and business sustainability



FOCUSES

- What does "business sustainability" imply?
 What is the idea behind it?
- What are the concept's key elements? What role does government communication play?
- What are Sharjah's business sustainability plans? How does government communication work?
- What is Sharjah's overall business sustainability strategy?
- What are the most effective methods for achieving business sustainability goals?

SPEAKERS

Sheikh Saif Bin Muhammad Al Qasimi

Director of the Prevention and Safety Authority, Member of the Executive Committee of the Crisis and Disaster Management Team in the Emirate of Sharjah

Dr. Hamdan Rashid Al Tunaiji

Head of the Crisis and Disaster Management Department at the Sharjah Police General Command, Chairman of the Executive Committee for Business Continuity in the Emirate of Sharjah

Fatima Mohammed Al Marzougi

Head of the Business Continuity Department, and a member of the Executive Committee for Business Continuity in the Emirate

MODERATOR

Mohamed Al Mannaei

Emirati presenter at Dubai Media

Government communication and business sustainability



Sharjah is a business hub, and it plays a key role in the development of government-resident services strategy. The emirate formed a committee to launch initiatives that support government entities. Government communication is part and parcel of those efforts and without it the development process will never succeed.





Sheikh Saif Bin Muhammad Al Qasimi

Director of the Prevention and Safety Authority, Member of the Executive Committee of the Crisis and Disaster Management Team in the Emirate of Sharjah



The root of business continuity dates back to the 1970s when the mainframe computers were popular, and companies were anxious about computer-overheating. The risk assessment idea developed and became a framework to ensure business continuity, and in the UAE an inclusive independent system was created in 2021.





Dr Hamdan Rashid Al Tunaiji

Head of the Crisis and Disaster Management Department at the Sharjah Police General Command, Chairman of the Executive Committee for Business Continuity in the Emirate of Sharjah



The importance of business continuity serves like a backup plan to keep working in government and private entities.

The Prevention and Safety Authority's committee predicted the consequences of the Coronavirus when it spread outside China to the neighbouring countries. It developed a plan to face the pandemic before it reached the emirate.





Fatima Mohammed Almarzoogi

Head of the Business Continuity Department, and a member of the Executive Committee for Business Continuity in the Emirate

Misleading news in the time of the Coronavirus



SPEAKER

HE Mohammed Jalal Al Raisi

Executive Director of Emirates News Agency (WAM)

FOCUSES

- Misinformation about the Coronavirus and its implications for society and international security
- Media technologies pose a threat to social media platforms
- Press and misleading news in the time of Coronavirus
- Investigating and verifying the media credibility

Misleading and malicious information and news began to flood social media platforms such as Twitter, Instagram, Facebook and TikTok, and the popular mobile

application WhatsApp. This was done to change political views, start a debate about conspiracy theories, or simply to attract celebrities for commercial purposes. People who believe such news are deluded and live in a world of political, medical and scientific illusions.

Chief Editors' Forum: Where lies the future of print media today?



Many questions are posed and answered by the chief editors and managing editors of the UAE's leading daily newspapers in a discussion that presents challenges, looks to the future, and attempts to find thoughtful solutions, like the methods of communicating with readers and audiences, and whether readers still seek background information and analysis, given the quick transmission of information on social networking sites and the strong reliance on them in the advertising and promotion market.

MODERATOR

Marwan Al Hel

TV presenter, Dubai Media

Chief Editors' Forum: Where lies the future of print media today?



The challenges that face journalism nowadays stem from the aversion to reading from which many countries around the world suffer, not journalism itself. Besides, there is a weakness in the professional competencies and skills of journalists who are apparently unable to create quality content that meet readers' interests. We should further our efforts to manage those challenges and crises.



Abdulhadi El Naji
Editor-in-chief of Al-Siyasi Et
Annoukhba - President of Union
of Moroccan Journalists



Journalism has always been in a spot, and it faces ongoing challenges that do not amount to critical crises. This applies not only to print media but to TV as well. The progress of content, templates and media forms as well as keeping up with the latest developments helps print media to overcome the challenges no matter how difficult they are.



Akram Al Qasas Editor-in-Chief



The young generation takes on modern social media platforms because they are fast and thrilling. Today, journalism faces three key crises; the printing crisis that grew during the Covid-19 pandemic, the crisis of readers who changed their interests and aspirations, and finally the content crisis, which is the most critical. Professional journalism should keep up with readers' aspirations and interests, and develop the content quality and effectiveness.





Ghassan HajjarManaging Editor - Annahar Newspaper Annahar Media Corporation

Researchers' Platform



PARTICIPANTS

Dr. Mohammad Ayish American University

Dr. Khayrat Ayyad University of Sharjah

Dr. Ahmed FaroukUniversity of Sharjah

Dr. Sheren MousaAjman University

Dr. Rahima Al Tayeb Aissani Al Ain University

Dr. Shaban Hasan Hamada Alnasiri Al Qasimia University

Dr. Amal Badar Ajman University The Researchers' Platform presented the IGCC's most recent publications, and book reviews on topics related to government communication issues or the various themes of the forum.

One of the platform's key programmes is the Professional Controls and Ethical Standards in Government Communication Guide.

Dr. Samira Boudjema Setoutah University of Sharjah

Mahbooba Abdulrahman Mohamed Saleh University of Sharjah

Rashed Al Falahi

Advisory Committee Member, Dignified Storytelling

Wedad Ahmed Bu Humaid

Director of Government Communication Department, UAE Ministry of Health and Prevention

Yasser Mohamad Ahmad

Digital Communication Officer, Telecommunications and Digital Government Regulatory Authority

of Sharjah

Media professionals from other fields... Inspiring stories



SPEAKER

Asaad Younis

TV host and presenter of 'Her Excellency' programme

MODERATOR

Abdullah IsmailJournalist and anchor at Dubai TV

The session discussed professional success in the media field, by reviewing examples of media professionals who came from outside the field and achieved exceptional successes, earning themselves a large audience base.

FOCUSES

- Mechanisms of Media Influence
- · The Attraction of Career in Media
- Media: Study or Talent?



Life is a school, and those successful are the ones who can learn from it.

Every information is important, and each experience is significant, even sadness.

People should learn to listen, and when you speak with someone, you should listen carefully to learn and understand. We should not forget the importance of reading.





Asaad YounisTV host and presenter of 'Her Excellency' programme

Job Shadowing Programme



TRAINERS



EXPERIENCE THE PROFESSIONAL WORK SHADOWING PROGRAMME

Aysha Al Kaabi Trainer Sharjah Government Media Bureau



HOW TO BE CAREER CREATIVE

Nouf Al Hosni Trainer Sharjah Government Media Bureau

FOCUSES

- · Definition of creativity
- Six different ways of career creativity
- Develop creative skills at work
- Methods of converting creative ideas into operational plans
- · Obstacles to creative thinking

Job Shadowing Programme targets both employees and students. The training programme is conducted, according to a time and target-bound plan, by a qualified professional team who share their experiences and expertise with the aim of supporting work in media and administrative entities and equipping interns with the necessary knowledge through practice.

How does the community get involved in decision-making?



SPEAKER

HE Hessa Buhmaid

Minister of Community Development, UAE

MODERATOR

Mohammed Al Kaabi

Emirati writer and media professional

FOCUSES

- Methodologies for public-government communication - models and impact
- · Mechanisms for assessing public opinion
- The way the government responds to issues plays a role in fostering trust between the community and officials



Governments tend to accelerate projects' implementation and adopt performance assessment every 6 months. We are keen to stay close to people and more realistic through new methodologies to achieve a higher level of communication with the community and continue to engage all segments of society in decision-making and planning in line with the 'Projects of the Fifty' strategy.





HE Hessa BuhmaidMinister of Community Development, UAE

WORKSHOPS

26-27 SEPTEMBER 2021

- **01** Podcasting: Reach your audience anywhere
- **02** Create and manage 'winning content' on social media

Podcasting: Reach your audience anywhere



TRAINER

Bassem Kamel

Senior Executive Producer, Radio, Sky News Arabia Academy

FOCUSES

- How to pick a topic that appeals to the audience's interests
- How to create appealing audio content
- How to become a podcast influencer
- Strategies for developing effective action plans

Podcasts remain a key media arm for addressing and reaching audiences and answering their inquiries, whether the organisation represents a specific local administration or a service entity. Generating an audio product on a podcast platform remains a challenging job. Finalising a detailed plan, selecting, and engaging with guests, finding new and intriguing themes, building a media identity for the programme, crafting questions and scripts, and marketing content are key topics that we discuss in depth throughout the workshop.

Create and manage 'winning content' on social media



FOCUSES

- What exactly is good content?
- How can you figure out who your target audience is?
- How can content become a tool for social prosperity?
- What is interactive content, and how does it differ from traditional content?

The workshop highlighted the content industry on social networking sites and addressed the following question: In this digital age, what content can address each audience?

TRAINER

Jawdat Shammas

Digital marketing trainer and consultant, New Media Academy

- • • •
- RECOGNITION OF SPEAKERS, SPONSORS
- **AND PARTNERS AT THE CLOSING CEREMONY**

IGCF's conclusion saw the announcement of the recommendations and the recognition of speakers, partners and sponsors.
IGCF 2021 honoured its strategic partners:
Sharjah Chamber of Commerce and Industry (SCCI), Sharjah Broadcasting Authority, Sharjah Asset Management, Sharjah Commerce and Tourism Development Authority, Sharjah Media City (Shams), and Expo Centre Sharjah.

The honouring also included ENEX, international media partner; Sky News Arabia, regional media partner; the Emirates News Agency (WAM), Al Ittihad newspaper, and Dubai Media and Dar Al Khaleej, local media partners, in addition to Emirates Airlines, official carrier.



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As the proverb goes, great beneficial words do not vanish, but become the seeds that grow and bear the fruit of prosperity for the future. We have spared no efforts to ensure turning your ideas and suggestions into recommendations that will further our cultural and development projects.

HE ALYA AL SUWAIDI

DIRECTOR OF SGMB



STRATEGIC PARTNER













REGIONAL MEDIA PARTNER



INTERNATIONAL MEDIA PARTNER



LOCAL MEDIA PARTNER











OFFICIAL CARRIER





26-27 SEPTEMBER 2021



IGCF 2021 received more than **5700** visitors.



As many as
79 government
communication experts
and international
speakers from
11 countries took
part in the forum.





26-27 SEPTEMBER 2021

SUMMARY





Total number of Clippings: **3,244**



Total PR ad-value: AED 75,965,432,05

MEDIA TYPE



Newspaper 414



Magazine



TV 163

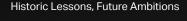


Radio 50



Website 2616





REGISTRATION

.

26-27 SEPTEMBER 2021

PRE REGISTERED ATTENDANCE (ONLINE ONLY)

Total Number of Attendees registered Online:



33% Attended 965 Attendees

67% Did Not Attend (1,998 Attendees)

REGISTRATION BY METHODS

Total Number of Attendees in IGCF 2021:

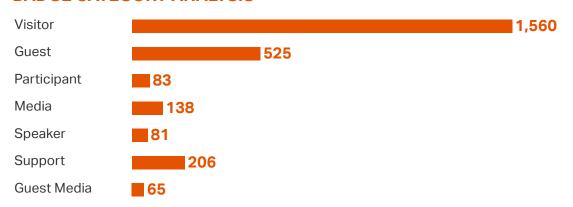


64% On-site 1,693 Attendees

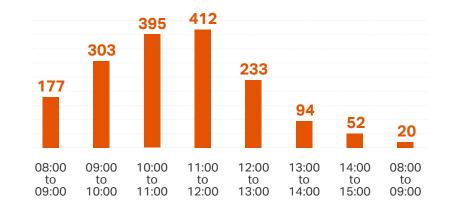
36% Online **965** Attendees



BADGE CATEGORY ANALYSIS



TIME WISE ANALYSIS





The peak hours were 11:00 am to 12:00 pm where 24% of Attendees arrived

DATE WISE ANALYSIS

12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27					

972 Pre-print Badges (12/09 to 25/09 2021)

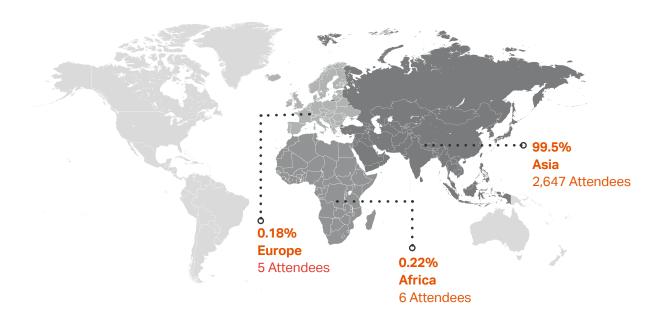
1,081 Attendees 26/09/2021

605 Attendees 27/09/2021



ATTENDANCE





TOP 3 ATTENDED COUNTRY OF RESIDENCE ANALYSIS

- 1) United Arab Emirates 2,638 Attendees
- 2) Egypt 4 Attendees
- 3) Jordan 3 Attendees

TOP 10 NATIONALITY WISE ANALYSIS

- 1) United Arab Emirates 1,073 Attendees
- 2) Egypt 144 Attendees
- 3) Syria **75 Attendees**
- 4) Jordan **75 Attendees**
- 5) India **42 Attendees**

- 6) Palestine 39 Attendees
- 7) Yemen 26 Attendees
- 8) Iraq 23 Attendees
- 9) Sudan 22 Attendees
- 10) Pakistan 14 Attendees

SOCIAL MEDIA PLATFORMS

26-27 SEPTEMBER 2021

- **01** Instagram overview
- **02** Facebook overview
- **03** Twitter overview



Instagram overview

Instagram Followers Overview

Total Followers:

6.5K

Total Change in Followers:

+ 4.0K

Max Change of Followers on:

+ 1.6K (week of September 20)

Average Change per week:

+ 209.1

Instagram Content Overview

Sum of Profile Posts:

278

Average Profile Posts per week:

14.63

Instagram Engagement Overview

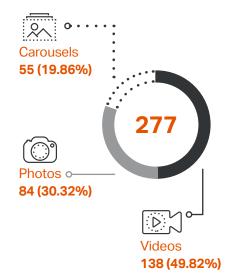
Max Interactions per Post on 137 (20/09/2021)

Mini Interactions per Post on **17** (19/07/2021)

Average Interactions per Post **102.3**

Max Interactions on: **12.6K** (week of 27/09)

Average Internations per week: **1.5K**









Top 3 Most				
engaging posts	with			

Q B O A	Interactions	5.1k	2.8k	900
\bigcirc	Likes	5.0k	2.7k	891
\bigcirc	Comments	94	62	9

Facebook overview

Facebook Content Overview

Sum of Page Posts:

264

Average Page Posts per week: **16.40**

Facebook Engagement Overview

Max Interactions per Post on

1 (week of August 02)

Mini Interactions per Post on

0 (week of July 19)

Average Interactions per Post

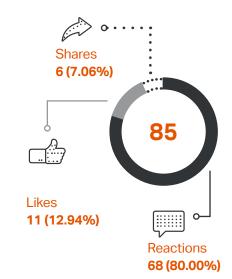
0.35

Sum of Page Posts:

264

Average Page Posts per week:

16.40









Top 3 Most engaging posts with

	Interactions	13	5	5
	Reactions	8	3	4
\Box	Comments	5	1	1
\Diamond	Share		1	

26-27 SEPTEMBER

Twitter overview

During (June 11 until October 7, 2021), IGCF
Twitter has earned 886.4K impressions, making 9.7K impressions per day.

Twitter Followers Overview

Total Followers:

741

Total Change in Followers:

+ 269

Max Change of Followers on:

+ 106 (week of September 20)

Average Change per week:

+ 14.16

Twitter Content Overview

Sum of Profile Tweets:

573

Average Profile Tweets per week:

30.16







Top 3 Most
engaging tweets with

\(\frac{1}{2} \display \frac{1}{2} \display \display \frac{1}{2} \display \display \frac{1}{2} \display \display \frac{1}{2} \display \display \display \frac{1}{2} \display \din \display \display \display \display \din \display \display \din \display \din \d	Interactions	109	92	67
\bigcirc	Likes	64	53	53
$\bigcirc \bigcirc$	Retweets	55	37	13
\bigcirc	Replies		2	1

Twitter Engagement Overview

Max Interactions on 718 (week of September 20, 2021)

Average Interactions per Week **69.26**

Max Interactions per Tweet on **7** (week of August 09, 2021)

Mini Interactions per Tweet on • (week of July 26, 2021)

Average Internations per Tweet

