المنتدى INTERNATIONAL الدولــــي GOVERNMENT للاتصـال COMMUNICATION الدـكومــي FORUM

**POST EVENT REPORT** 2019





HIS HIGHNESS SHEIKH DR. SULTAN BIN MOHAMED AL QASIMI SUPREME COUNCIL MEMBER AND RULER OF SHARJAH



HIS HIGHNESS

### SHEIKH SULTAN BIN MOHAMMED BIN SULTAN AL QASIMI

CROWN PRINCE AND DEPUTY RULER OF SHARJAH

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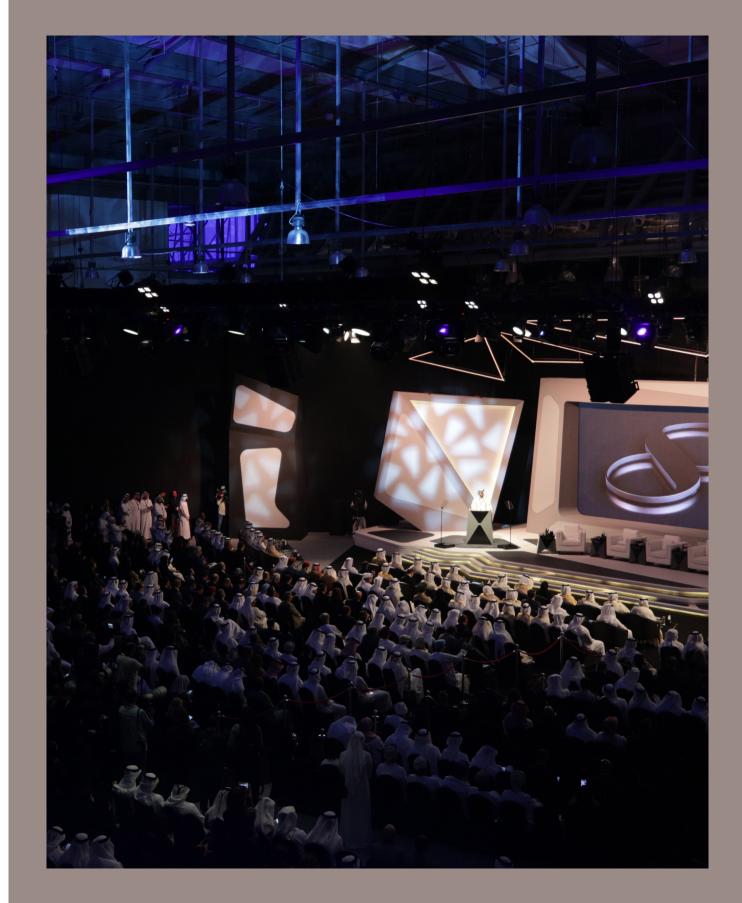
### BEHAVIOURAL CHANGE TOWARDS HUMAN DEVELOPMENT



The 8th edition of the International Government Communication Forum (IGCF) highlighted the importance of human development in line with the vision and directives of His Highness Sheikh Dr Sultan bin Mohamed al Qasimi, Supreme Council Member and Ruler of Sharjah.

The theme 'Behavioural Change Towards Human Development' reflected the key issues and challenges discussed at the 8th edition of IGCF, held under the patronage of HH the Ruler of Sharjah. The event convened 70 renowned speakers including communication, media and policy experts from 15 countries, who took part in 37 panel discussions, inspiring sessions, workshops and interactive forums including three professional workshops.

The sessions translated the theme of the event by seeking to implement positive behavioural change and identify positive aspects that contribute to social and self-development.



### **RECOMMENDATIONS OF THE 8TH EDITION OF IGCF 2019**



- Enhancing cooperation and partnership between civil society institutions and academic, government and media organisations to design and implement communication campaigns to keep influencing behavioural change that instils Arab and Islamic values and ethics.
- Involving youth in the devising and implementation of behavioural change campaigns, as this plays a pivotal role in raising awareness of future generations about their civic duties and responsibilities towards their society.
- Creating interactive and impactful behavioural change campaigns on social media platforms, including games and videos that instil positive behaviour in individuals, and highlight wrong behaviours.
- Creating charters aimed at stopping negative commercial ads that present inappropriate behaviour to promote products.

- Developing programmes to raise the youth's awareness of the dangers of fake news, and social media posts that negatively affect the social fabric of communities.
- Conducting regular workshops for the youth to simulate critical thinking, constructive analysis, and personal development.
- Developing specialised programmes to bolster the role of official spokespersons of government institutions.
- Developing programmes to advance the skillsets of government employees in order to provide exceptional public services and consequently ensure the satisfaction and happiness of clients.
- Implementing 'measurement of performance indicator' programmes, and launching the Sharjah Award for Creative Client, which honours clients who develop innovative ideas to decrease the waiting time, increase productivity and contribute to engage clients in recommendations and suggestions.
- Providing AI (Artificial Intelligence) platforms that translate sign language into printed words or documents to enhance communication with differently abled people.
- Developing programmes to promote national identity and self-confidence in children and youth.

- skills.

• Involving students, parents and teachers in the development of academic curricula related to education. and behavioural and social sciences.

 Involving the family unit in the development of comprehensive and sustainable development plans and strategies.

 Involving experts and psychologists in government communication departments to study society and develop behavioural change programmes.

• Utilising modern statistical programmes to analyse the contents of social media platforms in order to come up with accurate data that will assist in creating targeted behavioural change campaigns.

 Changing traditional perceptions about education and employment and encouraging stakeholders to reconsider courses that align with 21st century

 Reinforcing cooperation with international government communication teams and units to share expertise on behavioural change campaigns, in addition to promoting local and national achievements globally.

# **RECOMMENDATIONS OF THE SHARJAH YOUTH FORUM**

- Build a smart walkway with solar panels to turn the kinetic energy of human motion into electric energy that is utilised to deliver Internet, mobile charging and street lighting services.
- Create public transportation strategy based on AI and IT to regulate (land, sea and air) transport operations.
- Establish an inclusive digital (online) platform, which offers government services that target individuals and entities across the Emirate, available on all means of communication including mobile phones, PCs and tablets.
- Bolster the 'remote employment' principle to support all segments of the community, especially differently abled people who find it difficult to go to work every day.
- Create a 'skillset certificate' that seeks to reduce efforts, unveil hidden talents and harness skills.
- Establish an alumni association for graduates from Sharjah's colleges and universities, with a focus on organising workshops, panels and trips regularly.
- Promote the adoption of a healthy and better lifestyle at the individual, family and community levels.
- Expand the scope of promoting a culture of health, in addition to conducting regular assessment studies with a focus on three key pillars; safety, nutrition and a healthy lifestyle.



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### **OPENING** CEREMONY

#### **SPEAKERS**



#### HIS HIGHNESS SHEIKH DR. SULTAN BIN MOHAMED AL QASIMI

UAE Supreme Council Member and Ruler of Sharjah

In his speech at the opening ceremony of the 8th International Government Communication Forum (IGCF), HH the Ruler of Sharjah underscored the importance of the Forum's mission to boost performance of government entities through better services, infrastructure, legislation and strategic initiatives, contributing to excellence in government services.

"The development of the government sector and implementation of modern technology systems is not new but limited to some countries. However, in the last few years, implementing and making the most of it in our region has become one of the most discussed topics."

#### **SPEAKERS**



### **HIS EXCELLENCY SHEIKH SULTAN BIN** AHMED AL QASIMI

Chairman of Sharjah Media Council

The development of the government sector and implementation of modern technology systems is not new but limited to some countries. However, in the last few years, implementing and making the most of it in our region has become one of the most discussed topics.

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# OPENING CEREMONY

### **SPEAKER**



#### HE TARIQ SAEED ALLAY

Director of Sharjah Government Media Bureau

"The IGCF has become the region's largest platform to discuss the best international practices in government communication, setting an array of objectives that align with its vision. Building a new intellectual system in this field is our top priority to further enhance the efforts of government institutions and government communication personnel at the local and global levels."

"The Forum's offerings reflect the inclusive vision adopted by the UAE and the Emirate. It has been translated by His Highness the Ruler of Sharjah through inaugurating the event, and emphasised by government institutions that are taking part in IGCF's plethora of sessions, interactive speeches and side events."



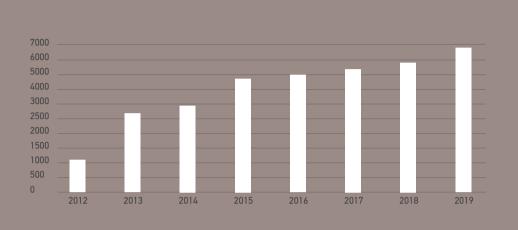
### **STATISTICS**

The IGCF's participants are seasoned media and communication experts from all over the world. 2019's event saw attendees from the USA, Europe, Middle East, the GCC and the UAE. It attracted over 5700 media and communication professionals, which exceeded initial projections.

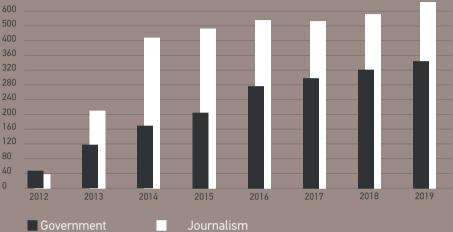
#### REGISTRATION **AND ATTENDANCE**



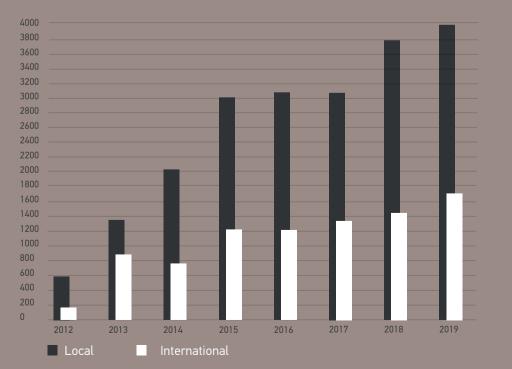
#### **AUDIENCE NUMBERS**



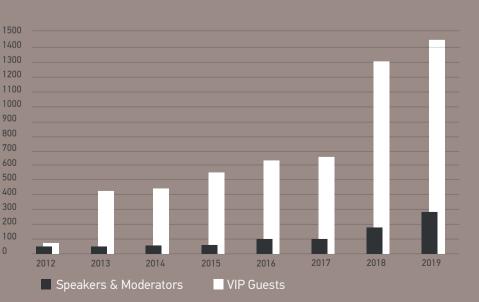
**DEMOGRAPHICS BY PROFESSION** 



#### **DEMOGRAPHICS BY NATIONALITY**



#### NUMBER OF PARTICIPANTS





### **INTERNATIONAL SPEAKERS** AND MEDIA COVERAGE

The map shows the international media coverage and the renowed personalities who attended IGCF's previous editions.

United Arab Emirates
Saudi Arabia
United Kingdom
United States
Jordan
Denmark
Egypt

Japan Germany Australia LatinAmerican Luxembourg France Lebanon Kuwait

## 14,884,385 AED

TOTAL AD-VALUE

159,890,520

BROADCAST HOUSEHOLD POTENTIAL REACH



4,473 TOTAL NUMBER OF CLIPPINGS

172,754 SOCIAL MEDIA ENGAGEMENT

3,945 WEBSITE CLIPPINGS

PRINTED CLIPPINGS 393







NUMBER OF 263

/ IGCF 12

### PARTNERS, **SPONSORS & SUPPORTERS**

The list of partners included key national and international institutions, including strategic partners Sharjah Chamber of Commerce and Industry (SCCI), Sharjah Broadcasting Authority (SBA), Sharjah Media City (Shams), Sharjah Commerce & Tourism Development Authority (SCTDA), Rubu' Qarn Foundation, Sharjah Department of eGovernment and NAMA Women Advancement Establishment (NAMA); international media partners ENEX, Sky News Australia and The New York Times; regional media partner Al Arabiya Network; and local media partners Emirates News Agency (WAM), Abu Dhabi Media, Dar Al Khaleej and The National.



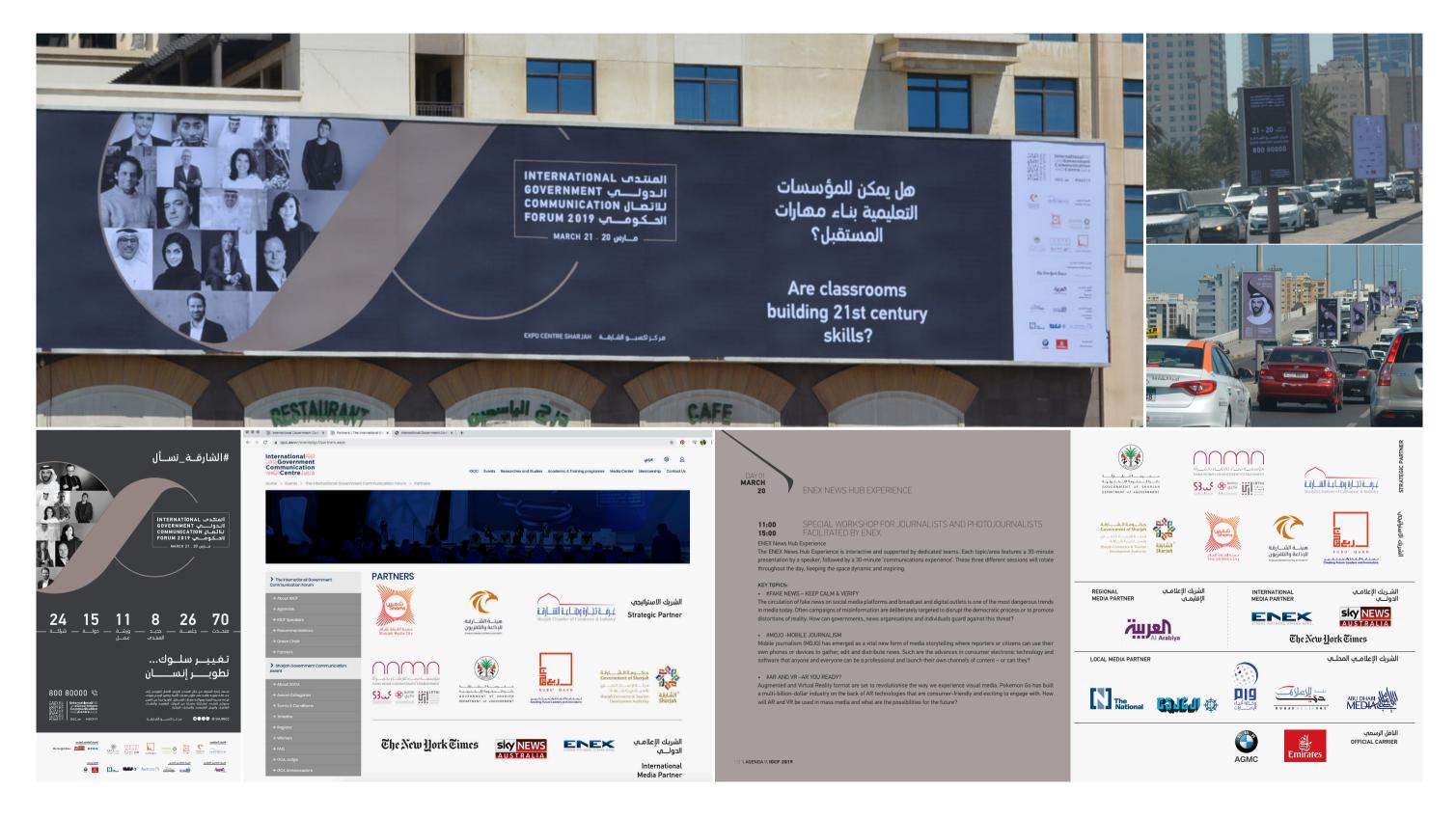






الناقل الرسمي **OFFICIAL CARRIER** 







### **TEAM WORK**

Sharjah Government Media Bureau's team worked effectively to develop strategic plans to achieve the goal of the Forum to redefine the government communication landscape for the benefit of government departments in Sharjah, the UAE and the Arab region.

المنتدت INTERNATIONAL الدوليت GOVERNMENT الدكوميت FORUM 2019



المنتدى INTERNATIONAL الدولــــي GOVERNMENT للاتصـال COMMUNICATION الدـكومــي FORUM

THANK YOU

