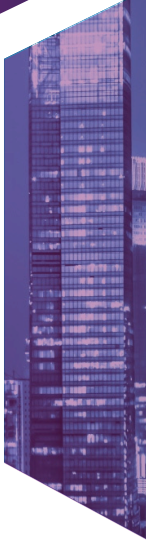




LCM Conference



CONFERENCE LEADERSHIP & CRISIS MANAGEMENT

In The Era of Digital Transformation &
Business Intelligence



16 – 18 / 08 / 2024



Marriot Hotel - Şişli
Istanbul - Turkey



www.mena-conferences.com



Overview

The "Leadership and Crisis Management Conference in the Era of Digital Transformation and Business Intelligence" is a pivotal event that anticipates the future of management in light of rapid technological advancements. This conference addresses how advanced technologies, including artificial intelligence and digital tools, can be utilized to enhance leadership capabilities and develop effective crisis management strategies.

The event brings together experts and leaders from various sectors to discuss the challenges and opportunities the world faces in the context of digital transformation and how business intelligence can play a crucial role in strategic decision-making and more effective crisis management. The conference aims to highlight innovations and best practices that can assist leaders in successfully navigating the current landscape.



Objectives



Expand participants' knowledge of utilizing business intelligence and digital technologies in leadership and crisis management.



Facilitate the exchange of best practices and expertise among management and technology leaders.



Develop effective strategies for crisis management in the context of digital transformation.



Promote adaptability to rapid digital changes.

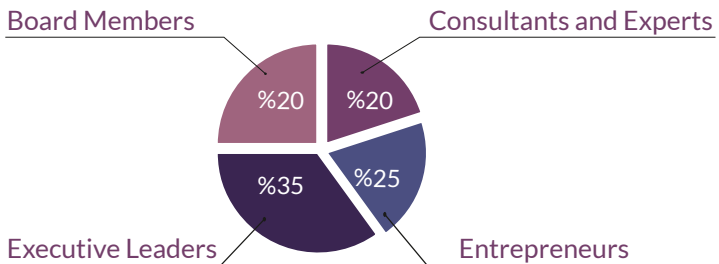


Build professional networks to enhance collaboration and improve crisis management.

Target Audience

- Board Members in institutions, agencies, and companies.
- Executive Leaders: CEOs, General Managers, and Senior Directors.
- Consultants and Experts.
- Entrepreneurs.

Attendance Estimation



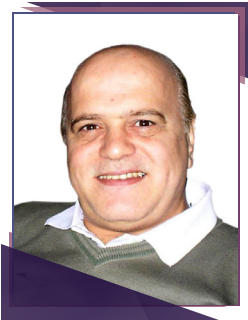
Speakers



Dr. Salem Mousa

Dr. Mousa is a leadership and human capital management consultant with a Ph.D. in Public Administration focusing on developing rapidly growing organizations and an MBA in Managerial Psychology. He holds a Bachelor's in Public Administration, an Advanced Diploma in Human Resource Management, and is certified by the European Foundation for Quality Management (EFQM). Additionally, he has a professional diploma as a certified trainer in continuous improvement methodologies (SIX-SIGMA-Kaizen).

He is a member of the American Society for Training and Development, certified as a Competency-Based Trainer, and holds a diploma in media presentation skills from Al Jazeera Media Center. Dr. Mousa is also a certified trainer in emotional and social intelligence, youth emotional skills development, and leadership development. He is a member of the Oxford Leadership Training Organization (OLTO), the Global Academy of Training and Consultancy (G.A.T.C), and the International Academy for Training of Trainers.



Dr. Eng. Jihad Al-Atassi

A consultant in Artificial Intelligence systems and digital transformation with a PhD in Communication and Computer Networks Engineering from California, USA. He is the Founder and General Manager of Modern Communications Company in Saudi Arabia and WanRui Technology in China. Frequent speaker at international and regional conferences on digital transformation, modern digital leadership, and IoT systems.



Dr. Saif Al Suwaidi

A pioneer in digital transformation and artificial intelligence, Dr. Saif Al-Suwaidi is a consultant for various international scientific and educational institutions. He is the founder and CEO of Arid scientific platform, the first platform connecting Arabic-speaking scholars, experts, and researchers. He oversees the "International Scientific Forum" conferences, sponsored by universities in Malaysia, Turkey, and the Arab world. Dr. Al-Suwaidi is a member of the editorial boards of the Arid International Journal of Humanities and Social Sciences and the Arid International Journal of Science and Technology.

He has authored several notable books, including "Creating Scientific Identity for Scholars, Experts, and Researchers," "Digital Platform Development," "Organizing Scientific Forums," "Effective Scientific Communication," and "What Researchers Must Know." Dr. Al-Suwaidi has delivered over 70 training sessions, scientific lectures, and workshops on various topics and supervised 90 international scientific conferences. He has more than 30 scientific contributions to international conferences and over 15 published articles, some indexed in Scopus and ISI databases.



Dr. Ahmed Haloub

Dr. Ahmed Haloub is a consultant in business intelligence, project management, and data science. He holds a Ph.D. in Business Intelligence from Stanford University, USA. Dr. Haloub has extensive experience as a business development consultant in the United States. Currently, he is the Director of Digital Trends, a global company with branches in Algeria, the USA, France, and Russia. He has provided numerous consultations worldwide on business intelligence in crisis management and strategic planning.



Conference Agenda

● Day 1: Leadership Sustainability in the Digital Transformation Era

- 08:30 a.m Registration
- 09:00 a.m Welcome and Opening Remarks by the Organizers
- 09:30 a.m Opening Session: Strategic Leadership for Digital Transformation and Change Management
Speaker: Dr. Salem Mousa (This session will explore the essential strategies for leading digital transformation initiatives and managing organizational change effectively).
- 11:00 a.m Q&A and Open Discussion
- 11:30 a.m Coffee Break
- 12:00 p.m Session: Digital Transformation Techniques in AI: Integrated Systems and Digital Applications to Enhance Organizational Efficiency.
Speaker: Dr. Jihad Al-Atassi (Learn about the latest AI technologies and digital tools that can drive efficiency and innovation in your organization)
- 12:45 p.m Coffee Break
- 01:30 p.m Continuing the session
- 02:15 p.m Q&A and Open Discussion
- 02:45 p.m Lunch at the Hotel Restaurant



● Day 2: Crisis Management Using Business Intelligence

- 9 : 0 0 a m Sustainability in Digital Transformation: Developing Strategies to Ensure Future Digital Transformation and Fundamentals of Smart Business Models. Speaker: Dr. Saif Al-Suwaidi (This session covers strategies to sustain digital transformation and the basics of creating smart business models)
- 10 : 3 0 a m Q&A and Open Discussion
- 11 : 0 0 a m Coffee Break
- 11 : 1 5 a m Session: The Role of Business Intelligence in Analyzing and Managing Crisis Scenarios . Speaker: Dr. Ahmed Haloub (Discover how business intelligence can be utilized to analyze crisis scenarios and manage them effectively)
- 12 : 4 5 p m Q&A and Open Discussion
- 01 : 1 5 p m Coffee Break
- 01 : 3 0 p m Closing Session: Innovation in Crisis Management Using Business Intelligence: Developing Response and Adaptation to Crises and Discovering Opportunities
Speaker: Dr. Ahmed Haloub (Explore innovative approaches to crisis management through business intelligence, focusing on response development and opportunity discovery)
- 02 : 3 0 p m Conference Conclusion and Group Photos
- 03 : 0 0 p m Lunch at the Hotel Restaurant

● Conference's Trip (Optional)- Inquire About the Trip's Program

Participation Fee

The participation fee is \$ 850 and includes the following:

- Attending conference activities
- Conference Bag
- Certificate of participation
- Breaks and lunch during the conference days

Comments

- For those interested in staying at 4 star hotels in the Şişli area, please contact us for information on special corporate rates.
- For those interested in staying at the Conference Hotel, please contact us for information on special corporate rates.
- Accommodation booking and payment are to be handled directly between the participant and the hotel.

Terms and Conditions

- It is recommended to book accommodation as soon as possible to avoid full occupancy at the Conference Hotel.
- Four-star hotels are available in the same area as the Conference Hotel (Şişli).

Cancellation Policy

Cancellation requests must be sent via email to registration@mena-conferences.com, including full bank account details for the refund transfer. Refunds will be processed for cancellations made before August 2024 ,04. The conference management will not accommodate any cancellation requests received after this date.

Registration notice

All sessions held during the conference will be recorded. Most conference activities will be documented, including photography, video recording, audio recording, and live streaming. Attendees, speakers, sponsors, and partners may appear in these recorded activities.

Registration

For inquiries and registration, please contact the organizers:



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