



INTERNATIONAL ADVERTISING ASSOCIATION (IAA), CROWNE PLAZA HOTEL HOST THEIR ANNUAL GHABQA

KUWAIT: The International Advertising Association (IAA) and Crowne Plaza hotel hosted a "joint venture Annual Ghabqa" on May 31, 2017 in Al-Baraka Grand Ballroom under the patronage of the Governor of Farwaniya Sheikh Faisal Al-Humoud Al-Malek Al-Sabah. The event was attended by Sheikh Fahad Jaber Al-Ali Al-Sabah, Chairman of the Kuwait Olympic Committee, Fatima Hussain Al-Essa, Chairperson of Kuwait Journalist Association, Adnan Al-Rashed, Honorary IAA President, Antoine Flouty, Regional Manager of Intercontinental Hotels Group, Walid Kanafani, President of IAA Kuwait Chapter, along with top VIP officials from media, advertising agencies, public relations companies, consultancy firms and market researchers.

Shaikh Faisal Al-Humoud Al-Malek Al-Sabah thanked IAA and Crowne Plaza by wishing all a Happy Ramadan and appreciate the effort of the IAA to improve the quality of the people working within the Advertising Industry by providing them with the proper seminars, workshops and related trainings.

Over 700 guests attended the event and were welcomed by the Regional Manager of Intercontinental Hotels Group Antoine Flouty, who wished them all a blessed 'Ramadan Kareem' and pointed out some of the major achievements of the Crowne Plaza. Flouty highlighted that the Al-Baraka Grand Ballroom which has been created to satisfy the desires of those who are looking to have their lavish boutique weddings, corporate

affairs and social soirees is created by the world renowned Fauchon Paris.

Walid Kanafani the IAA President of Kuwait Chapter extended his Ramadan wishes to everybody. Kanafani furnished in a full presentation the major IAA achievements and activities during last two years. Kanafani highlighted the participation of IAA Kuwait Chapter in the IAA Leadership Forum in London October 2016 as well as the participation in Excom meeting in Mumbai February 2017 and Dubai Lynx held in March 17 as a major achievement.

Kanafani discussed the success of the major Apprentice conference that IAA Kuwait held in May 2017. The IAA Apprentice Conference was conceived to contribute to the much talked about challenges for the marketing and communications industry in attracting the best and brightest young men and women. The inaugural event brought together junior and senior undergraduate students as well as young industry professional delegates. The program includes presentations, discussions and workshops with regional and international industry professionals, recruiters and clients where students had the chance to listen, practice, network and impress! The central idea is to enhance and empower graduating students with first-hand knowledge of real world industry practice and opportunities in the new communications landscape and top help them get hired.

Kanafani shared with the audience that the



IAA created a campaign to promote advertising. The new IAA 'Case For Advertising' campaign focuses on many of the core benefits that are deeply rooted in marketing communications - that advertising promotes choice; educates; informs; encourages innovation; creates jobs; supports the arts, entertainment and sports; and contributes to the costs of providing news and information. The campaign focus is for consumers and governments to understand the value of advertising

in its many forms, including sponsored content. Advertising - your right to choose this campaign released in Sept 2016.

Finally Kanafani encouraged the audience to join the IAA Kuwait Chapter and reap the benefits of the organization. Walid Kanafani president of IAA Kuwait Chapter honored Sheikh Faisal Al-Humoud Al-Malek Al-Sabah, Sheikh Fahad Jaber Al-Ali Al-Sabah, Fatima Hussain Al-Essa and Antoine Flouty for their support to IAA. In addition Kanafani honored

Soad Haikal, Saad Hijjawi, Geroge Moujaes and Elian Farah for their life time achievement in advertising in Kuwait market for more than 40 years.

All esteemed honored extended their happiness for their participation in the event by welcoming everyone and encouraged all to work as one hand and as a team to improve the productivity in Kuwait. A generous raffle draw by was also amongst the highlight of the event as well as the Oriental Music Band.

