

DATE	SESSION	FORMAT	TOPIC	MODERATOR	SPEAKERS	START TIME	END TIME
December 05, 2024	Music Policy, education and copy-right protection	Keynote	The Saudi Music Commission: Past, Present & Future Direction	N/A	S1: Paul Pacifico	3:00 PM	4:15 PM
		Fireside Chat	Private & public sector partnership for a better music industry	N/A	S1: Hala Al Hedaithy S2: Noha Kattan (NPD)	4:15 PM	5:00 PM
		Panel	Careers in Music: The Artist Support System	TBC	S1: Gigi Arabia S2: Musab Bin Sultan S3: Maysa Karaa	5:00 PM	5:45 PM
		Fireside Chat	SAIP: Innovative Copyright Strategies in Practice	N/A	S1: Hisham Al Arifi S2: Gregor Pryor	5:45 PM	6:00 PM
		Keynote	Introducing the Grammys to Saudi Arabia	N/A	Panos Panay AND/OR Harvey Mason	6:00 PM	7:00 PM
December 06, 2024	Talent Development, Heritage & Health Integration	Panel	Saudi Musicians Spotlight: Graduating from Bedroom Musician to the Stage	Khalid Al Khaldi	S1: JEME S2: Mazen Lawand S3: Meesh	1:00 PM	2:00 PM
		Panel	Sonic Branding & the Power of Music to Enhance Brand Equity	Hisham Aramouni	S1: Abdullah Alqahtani (Film Commission CEO) S2: Daniel Jackson (Sonic Brand)	2:00 PM	3:00 PM
		Keynote	Introducing Music Therapy	N/A	S1: Sandra Schembri	3:00PM	3:20 PM
		Panel	Music Therapy – Integrating Healthcare Into Music	Mahmoud Said	S1: Jessica Luis S2: Esma Perkins S4: Farah Bishara	3:20 PM	4:00 PM
		Panel	Music & Folklore in Arabia – Heritage & Cultural Preservation	N/A	S1: Ahmed Karkanawi S2: Omar Ibrahim S3: Namar Tarabzoni	4:00 PM	5:00 PM
		Panel	SMH Presents Lounge: Abu Baker Salem	N/A	Saudi Music Hub Team	5:00 PM	6:00 PM
December 07, 2024	Policy Development & Industry Innovation	Keynote	How Smart Regulation Can Catalyze Innovation	N/A	S1: Shain Shapiro	1:00 PM	1:30 PM
		Panel	Innovative technology in the music industry	Hisham Aramouni	S1: Jasmine Kok S2: TBC S3: TBC	1:30 PM	2:15 PM
		Panel	CLOCK: Innovation in Music Education	Khalid Al Khaldi	S1: Denise Stanly-Chard S2: Paulette Long S3: Abeer Balubaid (Clock grad)	2:15 PM	3:00 PM
		Panel	Beit El Oud	Wafaa / Raghad	S1: Dr. Nehad El Sayed S2: Islam Taha S3: Azza Taha	3:00 PM	5:00 PM
		Panel	Women in Music: Celebrating Milestones & Identifying Gaps to Be Closed	Haya Al-Hejailan (Seera)	S1: Neeta Ragoowansi S2: Priyanka Khimiani S3: Bebe Khorshid (DJ Viva) S4: Andreea Magdalina	5:00 PM	6:00 PM

DATE	SESSION	FORMAT	MODERATOR	SPEAKERS	START TIME	END TIME
December 08, 2024	MAIN HALL	Keynote	N/A	S1: Paul Pacifico	10:00 AM	10:10 AM
		Keynote	N/A	S1: Paul Pacifico	10:15 AM	10:25 AM
		Announcement Presentation	N/A	S1: Hisham Al Arifi sham Al Arifi	10:30 AM	11:00 AM
		Networking Coffee Break			11:05 AM	11:25 AM
		Launch Announcement	N/A	S1: Abdulaziz Bukhari S2: Mamdouh Seif	11:30 AM	12:00 PM
		Fireside Chat	N/A	S1: Peter Leatham S2: Nicolas Molender (WIPO)	12:05 PM	12:35 PM
		Keynote + IMMF Awards	N/A	S1: Neeta Ragoowansi	12:40 PM	1:40 PM
		Networking Lunch			1:40 PM	2:10 PM
		Panel	Steffan Meister	S1: Hisham Al Arifi S2: Peter Leatham S3: Priyanka Khimani	2:10 PM	2:50 PM
		Panel	Shain Shapiro	S1: Will Page S2: Rami Mohsen S3: Mishaal Tamer	2:55 PM	3:35 PM
		Panel	Hany Banjari	S1: Ahmed Alammary (Baloo) S2: Yousef Mougharbil - Rotana S3: Ahmed Shawly	3:40 PM	4:20 PM
December 08, 2024	REHEARSAL HALL	TBC	N/A	S1: Abdulaziz Bukhari x Arabs Associations	10:15 AM	11:00 AM
		Networking Coffee Break			11:05 AM	11:25 AM
		Roundtable	Music Commission	S1: SMA - Abdulaziz Bukhari & Mamdouh Saif S2: Music Commission - Ahmed Karkanawi S3: FIM - Benoit Machuel & John Smith S4: Arab Associations Names TBC	11:30 AM	12:00 PM
		Networking Session	N/A	S1: Abdulaziz Bukhari (Host) S2: Ahmed Karkanawi (Host)	12:05 PM	12:35 PM
		Networking Lunch			1:05 PM	2:05 PM
		Roundtable	N/A	S1: Rawan Alfassi S2: Narjes Fawaz (Laughta) S3: Reem Altamimi (Tamtam) S4: Nadine Lingawi (Fulana)	2:00 PM	2:30 PM
		Roundtable	N/A	S1: Sridhar Swaminathan S2: Ahmed Shawly S3: Benoit Machuel S4: Gigi Arabia S5: Elham Ghanima	3:00 PM	3:30 PM

DATE	SESSION	FORMAT	TOPIC	MODERATOR	SPEAKERS	START TIME	END TIME
December 09, 2024	MAIN HALL		Registration & Welcome	N/A	N/A	9:30 AM	10:30 AM
		Keynote	Riyadh's Vision: Music as a Catalyst for Urban Transformation	N/A	S1: Paul Pacifico, CEO, Saudi Music Commission S2: Jerry Inzerillo, Group Chief Executive Officer, Diriyah Gate Development Authority	10:30 AM	11:00 AM
		Panel	Building Riyadh's Music Legacy: Vision and Strategy	Hala Alhedeithy, General Manager, Activation & Programming at Saudi Ministry of Culture	S1: Gigi Arabia, CEO & Founder, Heavy Arabia Entertainment S2: Taymoor Marmarachi, Executive Director MENA, The Recording Academy, Founder & Chief Executive Officer, Eleven™ Entertainment S3: Ahmed Alammary (Baloo), House DJ/Producer, Chief Commercial Officer, MDLBEAST S4: Rami Zeidan, Managing Director, Billboard Arabia	11:00 AM	11:45 AM
		Networking Coffee Break				11:45 AM	12:00 AM
		Presentation	Showcase of a globally leading Riyadh/Saudi initiative	N/A	S1: Khalid Al Khaldi, Head of Saudi Music Hub, Ministry of Culture	12:00 PM	12:30 PM
		Networking Coffee & Lunch Break				12:30 PM	2:00 PM
		Masterclass	Creator Rights and Getting Paid in the 21st Century	N/A	S1: Hisham Al Arifi, Executive Director of International Cooperation & National Partnership, Saudi Authority for Intellectual Property S2: Janateel Banerjee - Relationship Manager, Asia, PRS for music (UK), Founder and Artistic Director at Grand Philharmonic Orchestra S3: Peter Leatham, Chief Executive Officer, PPL	2:00 PM	2:45 PM
		In Conversation with	Future Strategies for Music Education	Denise Stanley-Chard, Founder & Director, TULIP Peer2Peer Learning, Author & Curriculum Designer, Rif Raff	P1: Panos Panay, President, The Recording Academy P2: Bill Bragin, Executive Artistic Director, The Arts Center at NYU Abu Dhabi, Co-Founder & Co-Director, globalFest, Inc P3: Ana Flavia Cabral Souza Leite, VP and General Superintendent of the Brazilian Symphony	2:45 PM	3:30 PM
		Networking Coffee Break				3:30 PM	3:45 PM
		Panel	Innovative Infrastructure: Place Making for Sustainability via Culture & Music	Hanouf/Noof Khonji, Advisor, MOCX, the Saudi Ministry of Culture	S1: Dr. Sumaya Al-Sulaiman, CEO, Architecture Commission S2: Kamal Al Nuaimi, Director of Arts, The Royal Commission for Riyadh City S3: Carlo Ruiz, Global Policy Advisor, UNDP S4: Justin Gerard Dobbin, President, Main Stage Rehearsal Studios	3:45 PM	4:30 PM
		Panel	Music Tourism: The Live Show Industry and its Regional Impact: GCC Perspectives	Ray Ahmed, Business Development Lead, PopArabia	S1: Rajat Malhotra, Partner, Sole S2: Ramadan Al Haratani, CEO, MDLBEAST S3: Khadija El Bennaoui, Head of Performing Arts, Abu Dhabi Department of Culture & Tourism S4: Dana Alsaad, Deputy CEO, Bahrain Tourism & Exhibitions Authority, Board Member, Al Dana Amphitheatre	4:30 PM	5:15 PM
	SECONDARY HALL	Workshop	Developing an Action Plan to Integrate Music into City Strategy	N/A	S1: Azucena Micó, Global Head of Research & Projects, Sound Diplomacy	2:00 PM	2:45 PM
		Networking Session	Connecting Regional Music Industry Stakeholders NCH: Saudi Regional Network	N/A	S1: Hany Al Banjary, DJ, Senior Support & Coaching Specialist, the Saudi Ministry of Culture S2: Cristina Peregrina, Project Manager, Sound Diplomacy Events & Education	2:50 PM	3:50 PM
		Roundtable	Roundtable: This Must Be The Place	N/A	S1: Shain Shapiro, Founder & Executive Chairman, Sound Diplomacy, Executive Director, Center of Music Ecosystems	3:55 PM	4:40 PM
December 10, 2024	MAIN HALL	Panel	Building Global Music Trade and Music Export Opportunities	Hisham Aramouny, Regional Lead, Attachment	S1: Rafael Pereira, India Music Exchange S2: Eddie Hatitye, Executive Director, Music in Africa Foundation S3: Elisabeth Agbor-Tabi, VP, Global Citizen S4: Helen Glengarry, Music Lead, City of Gold Coast	10:30 AM	11:15 AM
		Panel	Integrating Music into Urban Planning and Development: A Global Perspective	Jett Glozier, Head of Business Development & Global Infrastructure, Sound Diplomacy	S1: Nadeen Ramadan, Artist & Concerts Manager, Royal Commission for AlUla S2: Martina Brunner, Management - Content Manager, Vienna Club Commission S3: Dale Lachlan, General Manager, Music Victoria	11:15 AM	12:00 PM
		Networking Coffee & Lunch Break				12:00 PM	1:30 PM
		Panel	Funding Models for Music Projects: Ensuring Long-Term Success	Hisham Aramouny, Regional Lead, Attachment	S1: Faisal Al Asseeri, Programs Director, Cultural Development Fund S2: Will Page, Strategic Advisory, Pivotal Economics S3: Dan Waite, CEO, Better Noise Music S4: PIF	1:30 PM	2:15 PM
		Second Hall	New Music Innovations Shaping the Future of Music Tech Ecosystems	Mounya Abou Rahal, Production Executive, Anghami (TBD)	S1: Paul Pacifico, CEO, the Saudi Music Commission S2: Cliff Fluet, Partner, Lewis Silkin, Managing Director, Eleven Advisory S3: Nick Keynes, Co-Founder, Tileyard London	2:15 PM	3:00 PM
		Networking Coffee Break				3:00 PM	3:15PM
		Panel	Global Insights into Music Tech Ecosystems: Local Implementation & Policy Support	Cliff Fluet, Partner, Lewis Silkin, Managing Director, Eleven Advisory	S1: Yvan Boudillet, Co-Founder, Music Tech Europe, Co-Founder & President, Metal Social Club S2: Omar Shabaan, CEO & Co-Founder, The Space, Board Member, Brandship Consultancy S3: Taka Suzuki, CEO, ParadeALL, Managing Director, MusicTech Japan S4: Fouad Al Nazawi, Managing Partner, Lamarka Consulting Services	3:15 PM	4:00 PM
		Panel	Engaging Youth in Music Initiatives	Kelly Ng, Vice President of Finance, Main Stage Rehearsal Studios	S1: Anna Klimala, President & CEO, Miami Music Project S2: Saud Al Turki, Brij Entertainment, Founder, Producer, Curator S3: Nada Al Helabi, General Manager, MDLBEAST	4:00 PM	4:45 PM
	SECONDARY HALL	Keynote	CLOSING REMARKS	N/A	Luke Jones, CEO, Sound Diplomacy Events & Education + Fayetteville MCC 2025 Handover	4:45 PM	5:00 PM
		Workshop	Developing successful music tourism itineraries and offers *Also launch of the Hidden Gems of Music Tourism	N/A	Pablo Borchl Klapp, Head of Marketing & Partnerships, Sound Diplomacy Events & Education (mod)	1:30 PM	2:15 PM
		Workshop	Using Music To Combat Social Isolation And Encourage Self Expression	N/A	S1: Jake Groshong, Chief Executive Officer, Playing for Change	2:20 PM	3:05 PM