

**MINUTES OF THE SPECIAL MEETING FOR ADASIA 2019 ON
DATE: 25-02-2019 DAY: Monday TIME: 3.30 p.m. VENUE: FALETTIS HOTEL, LAHORE.**

Mr. Sarmad Ali, Chairman, Organizing Committee, Mr. Sohail Kisat, Vice Chairman, Organizing Committee AdAsia 2019, Mr. Ali Mandviwalla, Chairman AdAsia 2019, and following members of PAA attended the meeting.

- 1) Mr. Jawad Humayun
- 2) Mr. Waqar H. Haidri
- 3) Brig (Retd) M. Zubair Rehan
- 4) Mr. Mubin Ahmed Malik
- 5) Mrs. Fatima Kisat
- 6) Mr. Mahmood Parekh
- 7) Mr. Imran Irshad
- 8) Mr. Sohail Aziz
- 9) Mr. Danish Sohail

- It was an important meeting which continued over two days at Lahore in which preparedness of AdAsia 2019 were discussed in detail.

1) **Formation of Committees**

Both the Chairmen of AdAsia proposed and formed the following Committees.

• Mr. Asad-ur- Rehman	Content and Speaker Management
• Mr. Waqar H. Haidri	Delegate Registration
• Mr. Zeeshan Khan	Travel
• Mr. Shahzad Nawaz	Stage Management & Audio Visual
• Mr. Jawad Humayun	Road shows and Activations
• Mr. Taher Khan	Government Relations
• Mr. Sohail Kisat	Cultural Programme & Entertainment
• Mr. Imran Irshad	Local Partnerships
• Brig. (Retd) M. Zubair Rehan	Security
• Syed Jawaaid Iqbal	Media Relations & PR
• Mr. Numan N. Ahmed	Sponsorships
• Mr. Shakil Jaffer	Accompanying Spouses Programme
• Ms. Saddia Shariff	Accommodation & Logistics
• Mr. Imran Ahmad	International Partnerships
• Mrs. Seema Jaffer	Publications and Collateral
• Mr. Imran Ghazali	Digital Activations
• Mr. Omer Y. Murad	Finance & Accounts.

- FEW MORE NAMES WILL BE ADDED LATER ON

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- The house proposed that all the Chairmen of the above Committees should now have volunteers / members of PAA and to give a proposed list of members of their Committees.
- Both the Chairmen suggested that a circular be served to all PAA member agencies asking for names of the interested members who would like to join the above Committees.
- The Chairman Organizing Committee of AdAsia explained the responsibilities of the Committee.
- Members presented discussed to each other to give the names of their Committees members as earliest as possible.

2. **Formation of Committee for Accounts purpose**

The house discussed the matter & it was decided that a committee comprising the following members to look after the expenses incurred in AdAsia 2019.

1. Mr. Sarmad Ali
2. Mr. Ali Mandviwalla
3. Mr. Jawad Humayun
4. Mr. Waqar H. Haidri
5. Mr. Mahmood Parekh
6. Brig (R) Zubair Rehan

- The above Committee will control the expenses and will issue approval with their recommendations.
- The Committee will monitor all expenses.

3. **SPEAKERS**

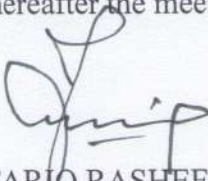
Mr. Sarmad Ali informed the members that Mr. Asad-ur-Rehman is contacting the Speakers and so far the following speakers have confirmed (List of confirmed speakers attached).

• **Venue Expo Centre, Lahore**

After the meeting Mr. Sarmad Ali, Mr. Ali Mandviwalla, Mr. Waqar H. Haidri and Mr. Mahmood Parekh visited the Expo centre.

Mr. Waqar H. Haidri asked the management to supply the layout of the Auditorium.

Thereafter the meeting adjourned with a vote of thanks of the Chair.


TARIQ RASHEED
Secretary General



SPEAKERS

- **David Cameron**
Former Prime Minister of United Kingdom

He is a British politician who served as Prime Minister of the United Kingdom From 2010 to 2016. He was the Leader of the Conservative Party from 2005 to 2016. He identifies as a one-nation conservative, and has been associated with both economically liberal and socially liberal policies.

- **Sir Martin sorrel**
Founder of WPP

Sir Martin Sorrell is a British businessman and the founder of WPP plc, the world's largest advertising and PR Group, both by revenue and the number of staff. Upon his retirement in April 2018, Sorrell was the longest-serving chief executive of FTSE 100 company.

- **Marcus Peffers**
Global CEO, M&C Saatchi World Services

Marcus joined Saatchi & Saatchi as graduate trainee in 1994 and from there in 2011, he founded a new global division of the company, World Series, with a focus on using the experience and creative capabilities of M&C Saatchi to help tackle complex behavioral and social issues.

- **Yasuharu Sasaki**
Executive Creative Director of the Dentsu Network

Although he works in advertising, he is inspired by hybrid arts, digital architecture, game design, and interactive product design. His list of awards includes Cannes Lions, D& AD, The One Show, Spikes, AdFest and CLIOs, of which he's also been a jury member.

- **Stefan Sagmeister**
Designer & Storyteller

A New York-based graphic designer, storyteller, and typographer, Sagmeister co-founded a design firm called Sagmeister & Walsh Inc. with Jessica Walsh in New York City. He has designed album covers for Lou Reed, OK Go, The Rolling Stones, David Byrne, Jay Z, Aerosmith and Pat Metheny.

- **Piyush Pandey**
Chief Creative Officer Worldwide & Executive Chairman, India, Ogilvy.

He is the Executive Chairman and Creative Director of Ogilvy South Asia. The Government of India Awarded him the civilian honor of the Padma Shri in 2016. Under his leadership, Ogilvy India has been ranked the No. 1 Agency for 12 consecutive years in the Agency Reckoner, an independent Marketing & Advertising Survey conducted by The Economic Times and Brand Equity.

- **Peter Draper**
Former director Marketing, Manchester United

Highly knowledgeable about sport and marketing behind the highly successful industry, Peter Draper is an expert in his field. An adept keynote speaker and owner of successful company loose lips Ltd. Peter's vast business expertise means he is capable of speaking on communications strategy, brand marketing and sponsorship consulting.

- **Fernando Machado,**
Global chief Marketing Officer at Burger King

Under his leadership, BK become client of the year at the D&AD in 2016 and Creative Marketer of the year in Cannes 2017.

Prior to joining BK, Fernando worked for 18 years at Unilever, managing different brands, including Dove. Fernando was recognized by Adweek as Grand Brand Genius, by Business Insider as top 5 most innovative CMOs and by AdAge as top 50 most creative people in the business.

- **Cory Richards,**
Photographer & Adventurer

A climber and visual storyteller, Cory Richards is on the Eddie Bauer Athletic team and National Geographic photography fellow, His client list includes National Geographic, outside, the New York Times, Red Bull, and Fossil. His films have won awards at nearly every major adventure film festival in the world.

- **Zainab Salbi**
Media Host & Author

She is a humanitarian, media host and author, In 1993, Zainab founded Women for Women International in an effort to connect women who are victims of rape and other tragic consequences of war with other women abroad who can help them rebuild their lives.

- **Richard Quest**
Journalist

Richard Quest is an English journalist and CNN International anchor and reporter, based in New York City. He anchors Quest Means Business.

- **Asad J. Malik**
Artist & Storyteller

Asad J. Malik is an artist, director and writer who works exclusively with Augmented Reality.

- **Tabitha Goldstaub,**
British tech Entrepreneur

Tabitha Goldstaub is a British tech entrepreneur who specializes in communicating the impact of artificial intelligence. She is the co-founder of CognitionX, a market intelligence platform for AI.

- **Kaveri Khullar**
Marketing Director for MasterCard Southeast Asia

Kaveri takes care of consumer marketing for MasterCard in Southeast Asia, bolstering the brand's equity in a highly disrupted and competitive financial technology world.

- **Tom Goodwin**
Head of Innovation for Zenith Media

He speaks around the world at industry events, and has started an event series and Podcast called “ Interesting People in Interesting Times” his role at Zenith includes writing, speaking and consulting about the future of advertising, business, media and digital transformation.

- **Fadi Ali Ghandour**
Executive Chairman of Wamda Group

He is a serial entrepreneur, CEO and investor.

In 2015, Fadi and a few of young venture enthusiasts, Launched Wamda Capital, a Venture capital fund that invests in early and growth stage technology and technology enabled companies in MENA.

- **William Dalrymple**
Historian & Author

William Dalrymple is a Scottish historian and writer, art historian and curator, as well as a prominent broadcaster and critic. His books have won numerous awards and prizes, including the Duff Cooper Memorial Prize, the Thomas Cook Travel book Award, the Sunday Times young British Writer of the Year Awards, the Hemingway, the Kapuscinski and the Wolfson Prizes.

In 2018 he was awarded the President's Medal of the British Academy.

- **Philip Thomas**
CEO, Cannes Lions

Philip Thomas is CEO of Ascential Events, the parent company of Cannes Lions International Festival of Creativity and its five associated Festivals, Money 2020, and diverse portfolio of award winning international B2B events and trade exhibitions.

- **Randi Zuckerberg**
CEO of Zuckerberg Media and Former Director Market Development of Facebook

Randi Zuckerberg is an American business woman and is the former director of market development and spokes person for Facebook. Prior to working at Facebook, she was a panelist on Forbes on Fox. As of May 2014, she is founder and CEO of Zuckerberg Media, editor-in -Chief of Dot

Complicated, a digital lifestyle website, and creator of Dot, an animated television show.

MINUTES OF THE SPECIAL MEETING FOR ADASIA 2019 ON

Mr. Ali Mandviwalla, Chairman, PAA thanked Mr. Sohail Aziz for hosting the lunch for visiting CEC members and also thanked everyone present for their participation.

DATE: 26-02-2019 DAY: Tuesday TIME: 3.30 p.m. VENUE: FALETTIS HOTEL, LAHORE.

Mr. Sarmad Ali, Chairman, Organizing Committee, Mr. Sohail Kisat, Vice Chairman, Organizing Committee AdAsia 2019, Mr. Ali Mandviwalla, Chairman AdAsia 2019, Mr. Shahzad Nawaz, Consultant AdAsia 2019 and following members of PAA attended the meeting.

- 1) Mr. Jawad Humayun
- 2) Mr. Waqar H. Haidri
- 3) Brig (Retd) M. Zubair Rehan
- 4) Mr. Mubin Ahmed Malik
- 5) Mrs. Fatima Kisat
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- **Presentation By Mr. Shahzad Nawaz on AdAsia 2019**

The members present discussed 4 days program (3rd to 5th December 2019), accommodation in different Hotels, Delegates fee structure in US Dollar and Pak Rupees, Budget, Sponsors and Road Shows.

After a detailed meeting on the preparations of AdAsia the following points were discussed.

- **Road Shows:**

Mr. Sarmad Ali informed the meeting that AdAsia has to sponsor the Road Shows and presentation shall be arranged through local advertising associations in Indonesia, Thailand, Sri-Lanka, India and few more countries.

The meeting also decided to request Mr. Zeeshan Khan to make Budget for the Road shows including visa, air Tickets & Hotels, Exact dates of presentations will be decided later on.

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- **Documentary Video:-**

A video was shown to the members present. The members appreciated the contents of the video and requested to Mr. Shahzad Nawaz for few changes in the music and few visuals.

- **Computers**

Mr. Shahzad also advised to arrange IT related equipment, heavy secure military grade servers which would be free from any attempts to hack or from viruses for registration purposes among others.

- **Website:**

Website is expected to be live by the end of March 2019, as communicated by Mr. Shahzad Nawaz.

- **PepTalks – Free Registration Scholarships**

A detailed presentation and idea was suggested on peptalk Free Registration. PAA / AdAsia will award attendance scholarships to students from across Pakistan's business and Art Schools with a chance to attend this historic and flagging event free of registration costs.

After detailed discussions on all the points covered, the follow up was decided to be held at Karachi on a date to be announced later.

- **A Book on Lahore**

A Soiree ceremony also took place at a Bungalow in Phase –IV, Defence Housing Authority, Lahore.

AdAsia creative communications team hosted and introduced Mr. Fakir Syed Aijazuddin a remarkably prolific writer, with sixteen books to his credit and experience.

Mr. Aijazuddin showed his interest and agreed to write a book on Lahore which will be distributed to delegates of AdAsia free of cost. Mr. Sarmad Ali & Mr. Ali Mandviwalla also addressed the audience & thanked them for attending the same.

The Participants appreciated the progress and the arrangements made by Mr. Shahzad Nawaz's team for the distinguished guests.

Thereafter the meeting adjourned with a vote of thanks of the Chair.



TARIQ RASHEED
Secretary General

