

**Explore Open Innovations and Sustainable Development in ICT:
Experiences from GCC and around the World**



Michael L. Sisco, CEO
MDE Enterprises, Inc.
United States



Ahmed Buhazza, Director
eGovernment Authority
Bahrain



Adedoyin Odunfa, CEO
Digital Jewels Limited
Nigeria



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Head of Website Development Unit,
Directorate of I.T, SEWA , Sharjah, UAE



Khaled Al-Mobarak, President
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Mohammed A. Jobran,
Project Manager
Royal Commission for Jubail and Yanbu
Saudi Arabia



Krishna Iyer, Vice President
IT Matrix
UAE



Loay Al Nakhal, IT Project Manager
Dubai Municipality
UAE



Hazem Awni Jarrar, CTO
The King Faisal Foundation
Saudi Arabia



Ahmed Aamer, Executive Director
Sky Computing
Saudi Arabia

www.isharaonline.com/ict

WHO WILL ATTEND?

The event will be attended by Senior ICT Executives and Managers of all levels who have a vested interest in the success of their IT organization. The event is designed to attract eGovernment and eServices officials as well as from the private sector in industries such as banking and financial institutions, airline, telecommunications, oil and gas, education, manufacturing, mining, construction, and more. Reserve your seat to discover the latest developments in information communication technology trends and best practices.

THIS EVENT WILL GATHER:

- CEO's
- CIO's, CTO's and IT Managers
- eGovernment and eService Leaders
- Project Managers
- Consultants
- IT Security and Network Professionals
- ICT Solution Providers
- Telecom and Internet Service Providers
- C-level Executives, Directors, Department Heads
- IT Professionals

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GCC - ICT SUCCESS SUMMIT & WORKSHOPS

Dear Colleague,

With great pleasure we present to you the "GCC ICT Success Summit" which will be held on May 6- 8, 2014 at JW Marriott Hotel, Diera, Dubai, UAE under the auspices of over 600 delegates including regional and global government and business organization decision-makers and leaders and over 30 expert global speakers and 75 media portals regionally and globally. Jointly organized by Ishara Consultants and MDE Enterprises, Inc. USA, the event aims to focus on various ICT competitiveness parameters that will enable government and private sector organizations to attain industrial excellence by implementing and improving IT governance strategies.

The summit is an excellent opportunity for the government and private sector organization leaders to benefit from the experiences and best practices on industry-specific topics, trends and technologies that will create differentiation and sustain competitive advantage. The Summit is designed to address real-world opportunities and challenges faced by today's executives. Case study presentations and interactive panel discussions will highlight emerging technology strategies with practical insight and experiences that will help today's ICT managers succeed in delivering effective and valued IT support.

We encourage your participation in this event to take advantage in connecting with government and corporate leaders as well as those responsible for governance, strategy, technology and ICT management. It is an opportunity to forge mutual interests, establish best practices and formulate a new vision in developing ICT excellence in your organization.

This international gathering will provide an unparalleled opportunity to build relationships that you can take forward for future collaboration. For more info, visit www.isharaonline.com/ict

We look forward to your participation at the GCC- ICT Success Summit 2014.

Regards,

Sunny Thomas
Director of Events , ICT Success Summit

Sponsorship and Exhibition Opportunities

The GCC ICT Success Summit offers an excellent opportunity to increase your visibility before a highly qualified audience of key decision makers. Depending upon your goals and level of sponsorship required, a benefits package can be designed to target a narrow audience or broad group and may include event recognition as well as publicity, marketing, promotional opportunities and complimentary passes.

Participation will provide you with a practical, low risk method for:

1. Developing brand awareness
2. Key account development and customer acquisition
3. Illustrating thought leadership and showcasing new technology solutions

Ishara conferences provide the perfect opportunity for effective and highly targeted marketing. Sponsorship and exhibition opportunities exist for all of our conferences.

**For more information please contact the Sponsorship Manager,
Meera Syed on +971 528815788 , +971 4 2955581 or email: meera.syed@isharaonline.com**

GCC - ICT SUCCESS SUMMIT & WORKSHOPS

DAY ONE - MAY 6, 2014

08:00 AM - Registration, Coffee and Networking

09:00 AM - Conference Inauguration and Welcome Message

09:15 AM - OVERVIEW OF THE TRIPLE THREAT TO IT SUCCESS

Mike Sisco , CEO,
MDE Enterprises, Inc., USA

10:00 AM - FROM E-GOVERNMENT TO M-GOVERNMENT

- Designing the future of the eGovernment using Mobile Technologies.
- Benefits and outcomes of M-government

Ahmed Buhazza, Director
eGovernment Authority, Bahrain.

11:00 AM - Coffee Break & Networking

11:30 AM - STRATEGIC ICT PLANNING AND FUTURE TRENDS

Hazem Awni Jarrar, CTO,
The King Faisal Foundation, Saudi Arabia

12:15 PM - Successful Case Study Presentation

1:00 PM - Lunch and Networking

2:00 PM - PANEL DISCUSSION: Bridging the Gap between ICT and GCC Government and Business Organizations

Mike. Sisco , CEO,
MDE Enterprises, Inc. USA

Hazem Awni Jarrar, CTO,
The King Faisal Foundation, Saudi Arabia

Krishna Iyer , Vice President
IT Matrix – UAE

2:45 PM - Successful Case Study Presentation



DAY TWO - MAY 7, 2014

08:00 AM - Registration, Coffee and Networking

09:00 AM - Session Presentation

10:00 AM - INFORMATION SECURITY: THREAT OR OPPORTUNITY?

- Key Information Security Risks you should be aware of
- A holistic approach: People, Process, Technology
- Proactive or Reactive: The place of best practice standards
- Pitfalls to avoid

Adedoyin Odunfa, CEO
Digital Jewels Limited
Nigeria

11:00 AM - Coffee Break & Networking

11:30 AM - Successful Case Study Presentation

12:15 PM - Successful Case Study Presentation



Mohammed A. Jobran, Project Manager
Royal Commission for Jubail and Yanbu
Saudi Arabia

1:00 PM - Lunch and Networking

2:00 PM - EXTRACTING VALUE FROM BIG DATA: HOW TO DEVELOP A WINNING BIG DATA STRATEGY:

- Big Data: Strategies to capture and create value from Big Data
- Why Big Data Is High Stakes for the Next Generation of CMOs

Ahmed Aamer, Executive Director
Sky Computing
Saudi Arabia

2:45 PM - Successful Case Study Presentation

Khaled Al Mobarak , President
Mawj Training & Consulting ,Saudi Arabia

WORKSHOP 3:30 - 5:00 : TUESDAY MAY 6TH, 2014



Adedoyin Odunfa, CEO
Digital Jewels Limited
Nigeria

Key Global Cyber Security Trends & How They Can Affect your Organization Now & In the Future

- Global and Regional Cyber Threats and why you should care
- SANS Top 20 Critical Controls (for effective cyber defense)
- HISPI (Holistic Information Security Practitioners Institute) top 20 Mitigating Controls
- Learnings from the CyberThreat Barometer research from 2 countries in the EMEA region
- What does the future hold?

GCC - ICT SUCCESS SUMMIT & WORKSHOPS

DAY THREE - MAY 8, 2014

08:00 AM - Registration, Coffee and Networking

09:00 AM - **PROJECT MANAGEMENT – THE PATH TO IT CREDIBILITY**

- Successful Projects = IT Credibility
- Primary Causes of IT Failure
- Project Management Tips for Success
- Communicate Project Success With an IT Project Portfolio

Chris Bragg, Managing Partner
TenStep, Inc. Middle East
Bahrain

10:00 AM - **POOR COMMUNICATION – PRIMARY SOURCE OF IT FAILURE**

- IT Communication – An Executive Perspective
- Why IT Managers are Poor Communicators
- Tools That Help Force You to Communicate

James Bell, CEO,
JBB3e Process Consulting, LLC
USA

11:00 AM - Coffee Break & Networking

11:30 AM - **Benefitting from Smart Mobile Apps Features in Government Applications**

- What are the smart features of Mobile Apps
- How to think in a smart application development
 - How iDubai app benefit the call center of Dubai Municipality
 - How Makani app provide accurate geographical information
 - E-Learning at Mobile Apps

Mr.Loay Al Nakhal, IT Project Manager
Dubai Municipality
UAE

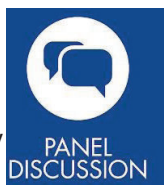
12:15 PM - Case Study in Developing an IT Staff Training Program



Mike Sisco, CEO
MDE Enterprises, Inc.
USA

1:00 PM - Lunch and Networking

2:00 PM - **PANEL DISCUSSION:** Digital technology innovation and emerging front-runners



2:45 PM - Cloud Computing and Service Oriented Architectures for Smart Government

Ahmed Aamer, Executive Director
Sky Computing
Saudi Arabia

5:00 PM - End of Summit
Distribution of attendance certificate

WORKSHOP 3:30 - 5:00 : WEDNESDAY MAY 7TH 2014

The Shift from e-Government to Transformational Government

This workshop will provide an overview of recent trends in ICT-enabled reform within the public sector whilst explaining the new concept of Transformational Government. The workshop will begin by highlighting key differences between traditional e-government approaches and what is now known as the 'Transformational Government' approach. The workshop will conclude with a discussion on the need for a Transformational Government Framework. Highlighted during this session will be a summary of a recent gap analysis performed between current standards and reference models.

WORKSHOP 3:30 - 5:00 : THURSDAY MAY 8TH 2014

M-Government - Mobile Technologies for Responsive Governments and Connected Societies:

The workshop aims to foster a better understanding on how to leverage the economic and social impacts of the implementation of the Internet into mobile devices to enable ubiquitous governments, sustain public sector innovation and transform public service delivery. The objective of the workshop is to discuss the adoption of mobile technologies to support and enhance government performance and foster a more connected society.

Please be advised that session topics, descriptions, and speakers are subject to change.

GCC - ICT SUCCESS SUMMIT & WORKSHOPS

May 6th - 8th, 2014 at JW Marriott Hotel, Deira Dubai - UAE

Registration Form

Registration fee for 3 days US \$ 1300/- 2 Day US\$ 900/- 1 Day US\$ 500/-

Note: Course Materials, Certificate, Lunch & Refreshments are included.

Group Discounts Available:- 3 – 4 people: 10% , 5 – 7 people: 15%, 8 + people: 20%,

Conditions: Group Discounts apply for bookings made simultaneously and on one invoice only

Registration Information

Personal Details					
Delegates Full Name		E mail	Day 1	Day 2	Day 3
1 st			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 nd			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 rd			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 th			<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

☐ Please confirm my registration for the Conference * Please photocopy this form if more than four delegates.

Authorisation Manager Details:

Authorisation

Contact Person Name:	Designation:	
Organisation Name:		
Address:		
PO Box:	Tel:	Fax:
Zip Code:	City:	Country:
Mobile :	Email:	
Authorised Signature:	TOTAL US \$ / AED	<input type="text"/>

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Please Note: Payment is required prior to attending this event

Payment Information

Conference Venue

Payment Details

<input type="checkbox"/> Electronic Fund Transfer <input type="checkbox"/> Cheque (payable to ishara consultants) <input type="checkbox"/> Credit Card <input type="checkbox"/> Cash Purchase Order No: <input type="text"/>	<u>Please transfer the Fee to:</u> ISHARA CONSULTANTS BANK : Emirates NBD ACCOUNT #: 101-13139241-01 DEIRA BRANCH - DUBAI - UAE SWIFT CODE: EBILAEAD IBAN: AE580260001011313924101	JW MARRIOTT HOTEL DEIRA, DUBAI, UAE Accommodation Details: We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. Tel: +971 4 6077802 Fax: +971 4 6077 011
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Send To

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Cancellation Policy

If you are unable to attend this event, you may send a substitute delegate in your place at no additional cost. Please advise us of any substitutions as soon as possible. If this is not suitable 20% service charge will be payable. Alternatively, you may transfer your registration to another event. A 10% service fee may apply. Should you wish to cancel your registration, please notify us in writing as soon as possible and a credit note will be issued valid for use towards any future events. A 10% service fee may apply and does not provide refunds for cancellation