What is Dubai Lynx?

The Dubai Lynx International Festival of Creativity is the Middle East and North Africa (MENA) region’s annual event for the creative communications industry to learn, network and be inspired.

Dubai Lynx Awards celebrate the region’s best creative work.

They have different booths
Center Stage
Other Booths
Other Booths
Other Booths
What is the Leo Burnett Lynx Academy?

Classroom based sessions (seminars and tutorials)

Students in the creative advertising industry
Emoji
The Experience

Email
Calls (Keeping in touch)
Visas
Groups
Trip
Transportation
Hotel
The Academy Experience

Typical Day (Sessions vs Project Time)
Talks (On Stage vs In Classroom)
Who gave the talks
Project Experience

The Mercer Annual Quality of Living Index for 2016 has just been released, and neither Dubai nor Abu Dhabi rank the top 50 globally.

Improve the ranking of the UAE in the next survey.
Amira’s Project
Farrah’s Project
Social Security Number:
321-654-987

This card has been assigned to:
George Abdul Ghani
Judges:

Raja Trad - CEO
Bechara Mouzannar - CCO
Kamal Dimachkie - Executive Regional Managing Director
Karl Salibi - Executive Regional Head of Strategy
Farrah’s Lessons Learned

To go with your instinct

Contacts/Connections

Advertising isn’t glamorous or typical

Take a break to get creative

Companies have to clear personality (Ex: Coca Cola vs Nescafe)

Pop Culture Matters (Kim Kardashian)
Amira’s Lessons Learned

Work under stress

Creativity has no limits but needs to be feasible

Teamwork (ex: Rasha & Tariq)

People like people
Tips for Future Attendees

- Research
- Teamwork
- Ask Questions!
- Know your strengths
- Presentation is Key