

# BRAND. ME

SUMMIT

## DAY 1

### Networking / Icebreaker

**Topic:** Coffee, Cameras & Connections  
Kickstarting energy, content, and community.

Saturday Nov 22, 2025

**9:40 – 9:45 AM (5 min)** | National anthem

**9:45 – 9:50 AM (5 min)** | Brand Me Hype - Intro Video

**9:50 – 10:05 AM (5 min)**

Opening Speech

**Topic:** You Are the Brand

How to build your own stage and own your narrative

**Ghazy Al Yaman**  
(CEO Brand Me Summit)

**Ayman Al Yaman**  
(Co Founder Brand Me Summit)

**10:05 – 10:25 AM (20 min)**

Keynote

**Topic:** How one risk changed everything forever

Ambition, drive, and belief in action.

**Amer Al Ahababi**  
(Entrepreneur)

**10:25 – 10:50 AM (25 min)**

Panel Discussion

**Topic:** Position yourself on social media, new media, and in the press

Building a personal brand that speaks volumes.

**Omar Al Ashi** (Entrepreneur) | **Richard Fitzgerald** (Entrepreneur) | **Tarek Al Kaaki** (Entrepreneur)

**Ahmed Khalifa** (Content creator/Entrepreneur) | **Rayana El Masri** (PR Consultant)

Moderated by **Mallek Walid** (Podcaster)

**10:50 – 11:15 AM (25 min)**

Fireside Chat

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**Topic:** Brand partnerships opportunities

The art of creating desire that sells.

**Barry Ebrahimi**  
(CEO, Ayana Properties)

interviewed by **Vlada Not your local Habibi**

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# DAY 1

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**11:15 AM – 11:45 PM (30 min)**

**Keynote**

**Topic:** How to Monetize your following into a Business

From oil rig worker to Ferraris

**Raja Zahoor**  
(Entrepreneur)

**11:45 – 12:15 PM (30 min)**

**Fireside Chat**

**Topic:** Master your body. Master your brand.

The UFC champion mindset every brand needs

**Alistair Overeem**  
(MMA Fighter & KickBoxer)

**Dani Afiouni**  
(Entrepreneur)

Moderated by Kas

**12:15 – 12:45 PM (30 min)**

**Topic:** What they don't teach you about being unstoppable

Lessons learned beyond classrooms

**H.E. Mr. Buti Saeed Al Ghandi**

Chancellor of Canadian University Dubai, Vice Chairman of the Board of Directors of the Dubai World Trade Center, Chairman of the Board of Directors of the Emirates Investment and Development Group, Managing Director of Al Kindi Investment Company

interviewed by **Ayman Al Yaman**  
(Co Founder Brand Me Summit)

**12:45 – 1:25 PM (40 min)**

Conversations that create opportunities.

**Lunch / Networking Break**

**Topic:** Network to Net Worth

**1:25 – 1:50 PM (30 min)**

**Keynote**

**Topic:** Your Motivation Is Useless Without a Why?

The uncomfortable truth behind every unstoppable person.

**Ghazy Al Yaman**  
(CEO Brand Me Summit)

**1:50 – 2:25 PM (35 min)**

**Panel Discussion (OKX Segment)**

**Topic:** Future of Money & Getting Paid NOW

How Web3 and crypto are redefining wealth

**Uptin**  
(Content Creator)

**Matthias Mende**  
(Entrepreneur)

**Tonye Anyanwu**  
(Entrepreneur)

**Zeid Bataieneh**  
(OKX Executives)

Moderated by Rabia (Crypto-Content Creator)

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# DAY 1

Saturday Nov 22, 2025

**2:30 – 2:55 PM (30 min)**

Fireside Chat

**Topic:** From Losing 10M to Making 5B+

Why build more when others would stop?

**Adel Sajan**  
(Entrepreneur)

interviewed by **Namsheed N**  
(Entrepreneur)

**3:00 – 3:25 PM (25 min)**

Keynote

**Topic:** From Creator to Contentpreneur

Create once. Earn forever \$\$\$\$\$.

**Arab**  
(Entrepreneur/YouTuber)

**3:25 – 3:50 PM (25 min)**

Panel Discussion (GWM Partner)

**Topic:** Driven by Ambition: The Power of Motion

Where innovation meets influence in luxury.

**Fahed Abu Salah** (Content Creator)    **Moe Drive** (Motor Enthusiast)    **Sunny Bahat** (GWM)

**Cars by Rami** (Entrepreneur)    **Ayman Al Yaman** (Co Founder Brand Me Summit)

Moderated by **Hosni Chaban** (Content Creator)

**3:50 – 4:00 PM (10 min)**

Keynote

**Topic:** Connection your way to the top

Why some people attract opportunities instantly and how you can too.

**Ayman Al Yaman**  
(Co Founder Brand Me Summit)

**4:00 – 4:10 PM (10 min)**

**Break**

**4:10 – 4:45 PM (35 min)**

Panel Discussion

**Topic:** Netflix Fame vs. Social Media Fame

Who deserves the spotlight, talent or followers?

**Ebraheem AlSamadi** (Entrepreneur)    **Beki Ksouri** (Cultural Creator)    **Yara Aziz** (Content Creator)

**Mohammed Kindy** (Actor)    **Vlada Not your local habibi** (Actor)

Moderated by **Mahreen Munir** (Content Creator)

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# DAY 1

Saturday Nov 22, 2025

**4:45 – 5:05 PM (20 min)**

**Keynote**

**Topic:** Breaking the Algorithm

How to control attention, culture, and conversation at scale.

**Mahdi Shafiei**  
(Trifid Media)(Entrepreneur)

**5:05 – 5:30 PM (25 min)**

**Fireside Chat**

**Topic:** The Secret Every Influencer Won't Admit

Anyone can trend. Few can last. Viral doesn't pay your rent!

**Mo Vlogs**

interviewed by **Adam Kamal Eddine**  
(Content Creator)

**5:30 – 5:50 PM (25 min)**

**Panel Discussion (UNHCR Segment)**

**Topic:** From Refugee to Graduate: The Power of Aiming Higher

How creators & Brands are helping refugees rewrite their futures through education.

**Ahmed Faid**  
(CEO - Dose of Society)

**Ghazy Al Yaman**  
(CEO Brand Me Summit)

**Ayman Al Yaman**  
(Co founder Brand Me Summit)

**Rami El Khatib**  
UNHCR

Moderated by Raefah

**5:50 – 6:20 PM (30 min)**

**Panel Discussion**

**Topic:** Personal Brand vs. Business Brand, Who Wins?

Do you really need personal branding to succeed in modern day business?

**Ahmad Haffar**  
(Artist)

**Haya Ibrahim**  
(SIDF)

**Omar Shadid**  
(Entrepreneur)

**Bana Idris**  
(Entrepreneur)

**Ayaan Khan**  
(Entrepreneur)

Moderator @shaheryar.ae

**6:20 – 6:40 PM (25 min)**

**Fireside Chat**

**Topic:** Turned 617 failures into the largest splash on earth.

Persistence makes waves that last forever

**Ahmed Ben Chaibah**  
(CEO of AquaFun)

interviewed by @shaheryar.ae

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# DAY 1

Saturday Nov 22, 2025

**6:40 – 7:05 PM (25 min)**

Keynote

Topic: the missing human layer and how web3 failed

**Matthias Mende**  
(Entrepreneur)

**7:05 – 7:25 PM (20 min)**

Fireside Chat

Topic: Dubai's Downtown Engine: From Blockchain  
Credentials to Global Media Influence

**CUD**

Corey Lanzing | COO | ZIPTrust

Mohammad Elmoshnb | Registrar  
Canadian University Dubai

**7:25 - 7:30 pm (5 min)**

Closing Note Creators Connect

Celebrating collaboration, purpose, and impact.

**Ghazy Al Yaman**  
(CEO Brand Me Summit)

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# BRAND. ME

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# DAY 2

## Networking / Icebreaker

**Topic:** Recharge & Rise  
New day, fresh energy, strong connections.

Sunday, Nov 23, 2025

**9:00 – 9:45 AM (45 min)**  
Networking / Icebreaker

**Topic: Recharge & Rise**  
New day, fresh energy, strong connections.

**9:45 – 10:00 AM (15 min)**  
Opening Session

**Topic:** Don't Wait, Create - TAKE ACTION NOW!  
How to control attention, culture, and conversation at scale.

**Ghazy Al Yaman**  
(CEO Brand Me Summit)  
**Ayman Al Yaman**  
(Co Founder Brand Me Summit)

**10:00 – 10:20 AM (20 min)**  
Keynote

**Topic:** Become The Business Everyone Buys Into  
Turning your personality into profit, power, and presence.

**Seif El Hakim**  
(Author, Speaker, Influencer)

**10:20 – 10:50 AM (30 min)**  
Panel Discussion

**Topic:** How leaders are shaping minds  
Influence meets authenticity and purpose.

**Dr. Mohammed Naji** (Dentist)    **Joule Sullivan** (Entrepreneur)    **Abir Flo** (Entrepreneur)  
**Karim Haddad** (Entrepreneur)    **Khalid Louis** (Entrepreneur)  
Moderated by Radin Podcast

**10:50 – 11:10 AM (20 min)**  
Keynote

**Topic:** Building a Business in One Day  
Speed, innovation, and execution mastery.

**Jad Al-Fakhani**  
(Wolf of Bey)



# DAY 2

Sunday, Nov 23, 2025

**11:10 – 11:30 AM (20 min)**

**Panel Discussion (Aramex Partner)**

**Topic:** Delivering What's Next

How Aramex is reinventing speed, sustainability, and scalability.

**Aliona Ess**  
(Aliona Cosmetics)

**Yazan Abweny**  
(Entrepreneur)

**Rahil Shah**  
(Marketer)

**Ghazy Yaman**  
(Co Founder Brand Me Summit)

by Tarek Abu Yaghi (Regional Director - Aramex)

**11:30 AM – 11:55 PM (25 min)**

**Fireside Chat**

**Topic:** Nothing Will Stop Me

Because quitting was never an option

**Toufic Kreidieh**

Moderated by

Ayman Yaman (Co Founder Brand Me Summit)

**12:00 – 12:30 PM (30 min)**

**Keynote**

**Topic:** Learn The Secret of The Billion-Dollar Mindset

Scaling with courage and vision.

**Firas Al Msaddi**  
(Entrepreneur)

**12:30 – 12:55 PM (25 min)**

**Lunch / Networking Break**

**Topic:** Collaborate to Elevate

Building alliances over meaningful conversations

**12:55 – 1:25 PM (30 min)**

**Panel Discussion**

**Topic:** Stop Posting Locally. Start Impacting Globally.

The blueprint for content that crosses cultures, countries, and algorithms

**Fahad Kaleem**  
(Content Creator)

**Basel Gazioglu**  
(Hybrid Creator)

**Anand Raman**  
(Comedian)

**Khaled Mohammad Ebrahimi**  
(Entrepreneur)

**Soheil Varahram**  
(Entrepreneur)

Moderated By Shaheera (Fact Magazines)

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# DAY 2

Sunday, Nov 23, 2025

**1:25 – 1:55 PM (30 min)**

Fireside Chat

**Topic: Why You're Not Growing Fast And How to Fix It?**

Real, uncomfortable lessons that turn hardship into breakthroughs.

**Stefan Loredan**  
Entrepreneur

Interviewed by Ayman Yaman

**1:55 – 2:35 PM (40 min)**

Keynote

**Topic: The Hardest Person You'll Ever Lead Is You**

The art of mastering your energy, presence, and influence.

**Eric Edmeades**  
(Entrepreneur)

**2:35 – 3:05 PM (30 min)**

Fireside Chat

**Topic: Is love really blind?**

Because love might be blind, but red flags aren't.

**Safa Kiswani LIB** (Actor) **Mohd Kiswani LIB** (Actor)

**Chafic Yactine LIB** (Actor)

Moderated by Jimmy Takieddine (Entrepreneur)

**3:05 – 3:25 PM (20 min)**

Fireside Chat

**Topic: What To Do When There Is No Door**

How to create opportunities from zero and turn obstacles into advantages.

**Ghazy Al Yaman**  
(CEO Brand Me Summit)

**Ayman Al Yaman**  
(Co Founder Brand Me Summit)

interviewed by @wordslcal

**3:25 – 3:50 PM (25 min)**

Panel Discussion

**Topic: Customers Come to Me Here's How?**

Stop Chasing Clients. Start Attracting Them.

**Uptin**  
(Content Creator)

**Abdelrahman Abd Rabou**  
(Entrepreneur)

**Mohd Magdi**  
(Entrepreneur)

**Josh McCartney**  
(Coach)

Moderated By Somya Khaleej Times

# DAY 2

Sunday, Nov 23, 2025

**3:50 – 4:00 PM** (10 min)

**Break**

**4:00 – 4:25 PM** (25 min)

**Keynote**

**Topic:** The Brand Formula  
The Blueprint of Earning Trust

By Mr Malih Yaman  
Chairman Bottle Flip Investments and  
CEO C&Y Foods

**4:25 – 4:45 PM** (20 min)

**Panel Discussion**

**Topic:** Uncopyable: Winning by Being Yourself  
Turning uniqueness into your biggest advantage

Ahmed Allusie  
@LeeKhaliji  
(Content Creator)

Denisa Alexe  
(comedian)

Yash Moradiya  
(Yoga Instructor)

Sandeep  
(Comedy)

Simon Kaggwa Njala  
(News anchor)

Moderated by Hammad Mustafa

**4:45 – 5:20 PM** (25 min)

**Panel Discussion**

**Topic:** Your Podcast Isn't Boring You Are.

Subtopic: The brutally honest playbook to stand out in a saturated world.

Ahmad Nadeem  
(Podcaster)

Mahreen Munir  
(Podcaster)

Mallek Walid  
(Podcaster)

Souk Talks  
(Podcaster)

Moderated By Hosni Chaban (Content Creator)

**5:20 – 5:50 PM** (30 min)

**CUD Startup Competition**

**Topic:** Students of the Future

Empowering next-generation innovators.

Kitchen Spirit

Eventa

Prestige North Motors

Auri

Moderated by Robert J. McClung, Ed.D

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# DAY 2

Sunday, Nov 23, 2025

**5:45 – 6:10 PM (25 min)**

**Closing Keynote**

**Topic:** How to quit your 9 to 5.

by Deji Adebola (content creator) & Dayo Adebola (content creator)

**6:10 – 8:10 PM (120 min)**

**Coffee Party  
With DJ**

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