



Egypt to host the 4th Mashable Social Media Day on 8th-10th of July

Summit to host international & regional experts on the latest in Digital Media Trends

4th of July, 2017

Cairo, Egypt

On Saturday, July 8th, digital media professionals, social media enthusiasts, and business owners across the MENA region will gather for the 4th Annual Mashable Social Media Day to celebrate the technologies connecting people together and to help businesses develop their online strategies and give them the opportunity to connect and showcase their success. The summit will take place from 8th to 10th of July at the Greek Campus.

“We are thrilled to be hosting Mashable Social Media Day for the 4th time in Egypt, we believe in the huge role that technology plays in connecting people and in developing organizations and industries,” expressed Zeyad Tarek, Co-founder/Marketing Manager of Social Media Day Egypt. “The event represents a platform that connects all individual expertise in social and digital media industry together and with the region’s greatest digital minds all in one place at the same time. The event will be a valuable opportunity for learning, networking, and recruitment,” added Zeyad.

This year the 3 full days summit will focus on 4 main tracks; Digital Technology, Creative & Content, Social Media Science and Business Innovation, where attendees will gather to attend and experience powerful talks, hacks workshops, exclusive social media case studies, and panels.

The summit will host key international and regional figures from Facebook, Instagram, IBM Watson, Social Bakers and Quintly such as Mark Hamilton, Facebook Head of Regional Marketing, Kara Mjones, Facebook Global Cross-border Marketing Manager, Christian Beshara, Social Bakers MEA Director, Heba Sayed, IBM Watson Head of Marketing and Alexander Peiniger, Quintly Founder & CEO.

In addition to networking and giving the attendees the opportunity to learn and meet key players in the social media industry, Social Media Day will also provide the attendees with job opportunities through a partnership with Wuzzuf, through which calibers will have the chance to apply for the available vacancies in some of the well-known agencies and brands during the Parallel Exhibition.



Mashable Social Media Day Egypt 2017 is the 4th round of the global celebration in Egypt and according to Mashable, it's one of the best Social Media Day events in the world in terms of number of attendees and quality of content, and it's being developed year over year according to the developments happening in the market and the industry. Last year the event was attended by over 2,000 attendees and 80 speakers.

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