



**FOR IMMEDIATE RELEASE**

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## **Logan Paul and Sir Martin Sorrell to headline ITP Live Conference on Influencer Marketing**

Social media superstar Logan Paul and advertising legend Sir Martin Sorrell are to headline the ITP Live Conference, taking place in Dubai on Sunday November 12.

Paul – who has a social media reach of 48 million – is flying in from Los Angeles to give the audience his tips on how to become a successful influencer. Logan's YouTube channel has become the fastest channel in history to hit the ten million subscriber mark.

Sir Martin – who will appear via live video link from London – is widely regarded as the world's most influential man in advertising. With 205,000 staff, his WPP group saw revenues of over \$20bn in 2016.

The duo will be joined by Paul Cazars from Hollywood based Creative Artists Agency. Cazars has been instrumental in growing the digital influencers industry, having signed up some of the world's biggest digital talents.

Also due to speak are top regional influencers including Mohanad AlWadiya, Saygin Yalcin, Dana Hourani and Jessica Kahawaty.

Moderated by the BBC broadcaster and ITP Media Group chairman Andrew Neil, the event will also focus on influencer outreach, success stories, best marketing tools and emerging trends.

The event is being held from 9am at The Address, Dubai Mall.

**ENDS**

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## **Notes to editors**

### **About ITP Media Group**

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 80 weekly and monthly magazines, and a wide range of digital properties. These include major international and regional brands such as Time Out, Arabian Business, Harper's Bazaar, Hello! Middle East, Construction Week and Condé Nast Traveller ME.

The company also organises over 80 business and consumer events each year, including award ceremonies, conferences and parties. ITP adopts a 360 degree approach to content creation across multiple platforms.

ITP was founded in 1987 in the UK, and won The Queen's Award for Export Achievement in 1995. Reflecting the international scope of its business, the company subsequently relocated to Dubai in the United Arab Emirates, where over 500 staff are based. The company also has offices in Mumbai and London, and is led by CEO Ali Akawi, with former Sunday Times Editor and BBC broadcaster Andrew Neil acting as chairman. [www.itp.com](http://www.itp.com)

### **About ITP Live**

ITP Live is a division of ITP Media Group (ITP), one of the largest media publishers in the GCC with over 80 brands including Time Out, Arabian Business, Harper's Bazaar, Construction Week and Condé Nast Traveller ME.

ITP Live has four key business areas – building the region's largest social influencers' agency, video content creation, digital sales representation and digitally focused live events. The objectives of the division are to extend the digital footprint of ITP brands as well as providing new content creation opportunities for commercial partners. [www.ITPLiveME.com](http://www.ITPLiveME.com)