

CODE

Center of Digital Excellence



Media Kit

About CODE

Center of Digital Excellence, C.O.D.E Inc, provides services to leading organizations across the private, public and social sectors in Canada and internationally.

The primary focus of CODE is advising individuals & organizations on how to adopt and improve performance in the digital age to build a sustainable, long-term comparative advantage that will drive digital economy. CODE operates in four key business areas: Training, Consultancy, Online Publishing & Events. The strength of integrating these four business streams (the CODE ecosystem), empowers individuals & organizations to achieve business growth by helping them unlock their full digital potential and thrive the digital age.

CODE's remit is to create an ecosystem to facilitate and encourage the adoption of digital economy by advancing the ICT infrastructure with an underlying focus on digital media. It's a source for market data, a place to turn to for guidelines and counsel, a discussion platform, an education resource, a whole decision support system. Their objective is to create a common currency in the digital landscape by connecting digital experts and best practices from around the globe to encourage the transfer of knowledge and augment skills and abilities.

Services Provided by CODE Inc

CONSULTANCY

Aimed at professionals who want practical advice on all aspects of online business, our consultancy services could assist clients on an array of services to build or sharpen their digital blueprint.

EVENTS

CODE hosts a number of gatherings with the aim to get together community experts and international speakers to discuss an array of topics to fuel thought leadership and foster digital innovations.

LAB

Through our open-source architecture, we focus on developing as much useful & relevant data as possible to inform every aspect of the planning process: from the initial investigation of consumers and communication channels, to the creation and activation of the most appropriate strategies to craft more targeted campaigns that hit the nail on the head.

ACADEMY

Our courses are designed by renowned institutions and industry practitioners, which are used by leading brands for staff education. Our training

team provides solutions both in-house and via public courses across all areas of digital marketing. Our modules range from one-day courses in general competencies to a more advanced skill set development.

In the coming months, CODE will be hosting a conference in the Middle East – MASHUP. The MASHUP Conference will be an annual event that brings together an elite group of innovators, marketers and visionaries to one city for two-days to discuss marketing in the age of the connected consumer. The guided discussions will share how new business models and innovations take an “outside in” approach that draws technology, market trends and customer needs to the center of how you do business.



WHEN:
16-17 November, 9am

WHERE:
Kuwait Fair Ground Hall 7, Kuwait

MASHUP is the region's most influential gathering of the year. The event will enable leaders to develop the capacity to transform themselves, their organizations and their communities - all through the power of digital. The annual event brings together an elite group of innovators, marketers and visionaries to one city for two-days to discuss marketing in the age of the connected consumer.

Who to expect

Join & network with professionals from top-tier clients, truly eye-opening agencies and game-changing entrepreneurs for a two-day revelation.

Topics

In those two-days, the MASHUP of topics will explore how the role of digital is evolving in addition to navigating the most pressing issues in marketing, media and advertising today. Themes include the effect of digital technologies on consumer behavior; new approaches to advertising and branding, social networks, the blogosphere and impact of "citizen" journalism, amongst other topics.

Fast Track Workshops

Following the talks, we have ensured a series of guided training sessions to bridge those inspirations with the knowledge to bring ideas to life. The subject's emphasis on maintaining high standards & staying up to date with information that can be implemented immediately. Our selected topics on emerging trends & digital skills will not just bring you up to speed, but offer inspiration lasting forever.

The CODE speakers are referred to as "Story-Tellers". They will be flying in from around the world, taking turns to narrate, debate and share their ideas from a broad spectrum of backgrounds and fields - inspiring trends that foster marketing and social innovations in the digital realm.

'Centre Of Digital Excellence' Announces The Launch of MASHUP Digital Marketing Conference in Kuwait

One of the world's leading digital consultancy services has announced a fantastic new marketing conference in the up-and-coming tech hotspot of Kuwait – where leaders will develop the capacity to transform themselves, their organizations and their communities. MASHUP is a dynamic new conference from the team at the Centre of Digital Excellence, where innovators and visionaries will unite for two days to discuss how technology, market trends and new business models are changing how the world does business in the age of the connected consumer.

MASHUP will take place on 16-17 November at the Kuwait Fair Ground Hall 7, and will be an event catering for the entire Middle East – a place where digital technologies is progressing in leaps and bounds as it becomes a global hub for business and online ventures. With a host of exciting speakers, seminars and workshops from some of the biggest names in the industry, as well as the opportunity to network with some of the most powerful people in the world of digital commerce and marketing, MASHUP is an event that cannot be missed.

A spokesman for the Centre of Digital Excellence says, "MASHUP is an exciting new event that will help

us all to explore and analyse how the role of digital is evolving, as well as navigating some of the most pressing issues in marketing, media and advertising today. We will be uniting some of the most dynamic and renowned speakers and innovators in the field, to discuss everything from the effect of digital technologies on consumer behavior, marketing automation, data visualization, new approaches to advertising to the changing face of journalism thanks to digital advancement."

He adds, "In the bustling metropolis of Kuwait, we will be bringing together an elite group of some of the brightest minds in digital marketing – it's an event that is a must for anyone serious about furthering their own digital development and making some valuable contacts along the way."

MASHUP attendees will be able to network with top-tier clients, eye-opening agencies and a number of game-changing entrepreneurs – and when they're not taking the business cards of contacts that could further their business, they can attend a series of specially designed training sessions. These sessions have been formulated to fuel inspiration with the crucial knowledge that will bring ideas

to life. From emerging trends to important digital skills, the conference offers real stimulation and encouragement that will last long after the last session at MASHUP.

Anyone interested in attending MASHUP is invited to register at the website. There are also opportunities to sponsor the event, with various different levels available, from Academy Sponsorship to Networking Dinner Sponsorship. The conference is a fantastic way for breakthrough brands in the digital realm to get their name heard and take the next step on the ladder, or for existing behemoths to reaffirm their status as leaders in the competitive sector.

For more information about MASHUP or CODE, please visit the website: <http://codeglobal.ca/mashup/>

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To acquire a media pass for **MASHUP**, please fill out the contact form here:

codeglobal.ca/mashup/media/
