



Press release

Sharjah Media City (Shams) to Take Part in International Government Communication Forum IGCF 2021 as Strategic Partner

- *Shams is set to sponsor two workshops and joined multiple discussions on the future of youth and creative industries.*

Sharjah, September 21, 2021 – Sharjah Media City (Shams) is set to participate in the upcoming International Government Communication Forum (IGCF 2021) as a strategic partner while the event takes place in Sharjah on September 26 and 27.

The Forum offers a prominent platform for Shams to share its vision for enhancing government communication in Sharjah, the UAE, and the wider region, and its experience in upskilling media professionals and boosting creative industries' contribution to the national economy.

H.E. Dr. Khalid Omar Al Midfa, Chairman of Sharjah Media City (Shams), said: "Shams is committed to being engaged in all media activities taking place in Sharjah and the UAE, in line with our pioneering role in supporting the media sector, both in the UAE and the region, in addition to promoting the Emirate of Sharjah as a global centre for culture and media."

"We are pleased our long-term strategic partnership with IGCF and plan to be involved in several of their major events to establish a presence for Shams in this foremost media platform, as well as to play a part in its success." H.E. Al Midfa added. "We look forward to sharing our experience and vision for the future of creative industries, where media will be a driving force. We will also be showcasing Shams' capabilities and plans to create a tech-driven media sector that offers greater opportunities for the youth."

Bearing the theme '*Lessons of the Past, Ambitions of the Future*', the 2021 edition of IGCF will be its 10th and will be held at Expo Centre Sharjah under the patronage of His Highness Sheikh Dr. Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah.

Workshops and Discussions

Shams will be taking part in the IGCF, sponsoring two expert-led workshops. The first session is titled '**Podcasting: Attend to Your Audience Anywhere**' and focuses on teaching audio content producers to connect with their audience wherever they may be, coaching them to become podcast influencers by creating appealing audio content, selecting topics that speak to their audience's interests, and setting sound strategies and effective action plans. The workshop will be conducted by Sky News.

The second workshop on '**Creating Content for Social Media Platforms**' explores what makes for good content and how interactive material differs from the traditional. It also



helps participants figure out who their target audience is and how to utilise their content as a tool to drive development and prosperity for the community. The workshop will be conducted by New Media Academy.

H.E. Dr Khalid Omar Al Midfa will be participating in the **Government Communication Chat**, which aims to highlight the **media and creative industries' role in the economy and in society**, as well as their contribution towards enhancing countries' soft power and creating new opportunities. H.E. will be underlining Shams' role in the UAE media sector and its approach to integrating government communication into the creative industries ecosystem.

For his part, H.E. Shehab Al Hammadi, Managing Director of Sharjah Media City, will be participating in the **3rd Sharjah Youth Forum**, held in parallel with the International Forum for Government Communication under the theme **'Lessons of the Past, Ambitions of the Future.'** The event explores the role of the media sector in general - and of Shams, in particular - in supporting the youth and engaging them in plans and projects set for the next 50 years in both Sharjah and the UAE.

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