CREATOR SUMMIT 2026

SECOND EDITION

MAIN THEATRE · SPEAKER SCHEDULE

THE RUN OF SHOW

September 11–12, 2026 · Casino du Liban · Doors 11:00 · Stage 11:30–19:30

DAY ONE · FRI SEP 11

11:00

Doors Open

Welcoming coffee break

11:30 – 11:45

Opening of the Second Edition

Paolo Khayat — Founder, Creator Summit · Event Host · Lara Hafez — Marketing Director, Casino du Liban · Kloe Violides — Master of Ceremony · activation by Hybrid Experience

OPENING CEREMONY

11:45 – 12:00

Live Entertainment by Artists & More

Opening performance act

PERFORMANCE

12:00 – 12:15

Personal Branding

Ayman Yaman & Ghazi Yaman — Co-Founders, BrandMe Summit Dubai

KEYNOTE

12:15 – 13:00

Lessons Learned from Mistakes in Business

Shadi Kodeih · Maria Saab · Sami Saab · Lea Cremesty Kanaan · Roy Abdo · moderated by Randa Farah — Founder, Lebtivity.com & I Have Learned Academy

PANEL

13:00 – 13:15

When God Gives You a Second Life

Bob Debbas — Author & Tradeshow Organizer

KEYNOTE

13:15 – 13:30

TikTok LIVE Workshop

TikTok LIVE Global Team — Official Platform Partner

OFFICIAL WORKSHOP

LUNCH BREAK · 13:30 – 14:30

14:30 – 15:15

Media in the Age of AI

H.E. Dr Kamal Shehadi — Minister of Technology & AI · H.E. Dr Fadi Makki — Minister of State for Administrative Reform · Marina El Khawand — Founder, Medonations · presented by Enmaeya

PANEL

15:15 – 15:30

Beyond Influence: Building a Culture of Respect

Carmen Hajjar — Etiquette Coach

KEYNOTE

15:30 – 15:45

Who Pays for Success? From Followers to Sustainable Business

Marc Asmar — Producer & Founder of Boost Productions

KEYNOTE

15:45 – 16:00

The Safest I Ever Felt Was in a Wheelchair

Chadi Abi Fadel — Founder & CTO, Peaklight AI

KEYNOTE

16:00 – 16:15

From Content to Freedom. From Identity to Influence

Arz — Professional Paralympic Athlete

KEYNOTE

16:15 – 16:30

Lebanon in the Age of Content Creation

MP Elias Hankach — CEO, NokNok

KEYNOTE

16:30 – 16:45

The Story Behind the Name

Bert Waked — personal story

KEYNOTE

16:45 – 17:30

The Amazon Web Services Playbook for MENA Builders

Anas Khattar — CEO, Digico Solutions · Tarek Ayna — CEO, Edgebot · moderated by Peter Khayat — Partner Development, AWS

OFFICIAL SESSION

17:30 – 18:15

Women Creating Impact & Legacies

May Khalil — Founder, Beirut Marathon · Rania Ziade Ashkar — Founder, MTV Academy · Hanine Zaiter — Founder, Ifran · moderated by Grace Hasrouny — LYORA World

PANEL

18:15 – 18:30

NokNok’s Unconventional Approach to Marketing

Lama Bsat — Head of Marketing, NokNok

KEYNOTE

18:30 – 19:15

Events and Technology

Leo Tchennozian — CEO & Co-Founder, Blend · Rayad Mghames — Co-Founder, Blend · Joe Zakhour — Co-Founder, Blend · Anthony Abou Antoun — Founder & CEO, Artists & More Entertainment · Paolo Khayat — Founder, Creator Summit

PANEL

19:15 – 19:30

Live Q&A with DJ Nic Merheb

Closing session, Day One

LIVE Q&A

DAY TWO · SAT SEP 12

11:00 — **Doors Open**
Welcoming coffee break

11:45 – 12:00 — **Day Two Opening**
Paolo Khayat — Founder, Creator Summit · Event Host · Kloe Violides — Master of Ceremony
OPENING CEREMONY

12:00 – 12:15 — **What's Next**
Alain Bejjani — Author & Investor, Shark Tank Lebanon
KEYNOTE

12:15 – 12:30 — **Entrepreneurship**
Dr. Dima Jamali — Dean, Adnan Kassar School of Business, LAU
KEYNOTE

12:30 – 12:45 — **How to Motivate Yourself to Reach Any Goal**
Maya Nassar — Founder, SLR Gym · Radio Host, Virgin Radio Stars · Miss Fitness Universe 2025, Las Vegas
KEYNOTE

12:45 – 13:00 — **Giving in the Creator Economy**
Tony Beaino — Content Creator
KEYNOTE

13:00 – 13:30 — **TikTok LIVE Workshop**
TikTok LIVE Global Team — Official Platform Partner
OFFICIAL WORKSHOP

LUNCH BREAK · 13:30 – 14:30

14:30 – 14:45 — **Building Beyond Limitations**
Anthony Nahoul — Mindset Coach & Motivational Speaker
KEYNOTE

14:45 – 15:00 — **How to Influencer Marketing in 2026**
Roy, George & Suhail — Co-Founders, Ugecy
KEYNOTE

15:00 – 15:30 — **Bridging the Gap: When Government Strategy Meets Creator Influence**
H.E. Laura El Khazen Lahoud — Minister of Tourism · Abed Bouchi — Founder, Kazderni · moderated by Rabah Assaf — SVP, Influencer.com
PANEL

15:30 – 15:45

Empower Her

Clémence Achkar & Salma Al Suhail

KEYNOTE

15:45 – 16:00

The Viral Destination: How Creators Drive Tourism Growth

Anastasia Pakhmovskaya — Founder, Vibez.Guide · Rabah Assaf — SVP, Influencer.com

FIRESIDE CHAT

16:00 – 16:45

From Idea to a Company That Can Scale

H.E. Dr Amer Bisat — Minister of Economy & Trade · Alain Bejjani — Author & Investor, Shark Tank Lebanon · Maroun Chammas — Chairman & CEO, Berytech · Walid Mansour — Co-Founder & CEO, MEVP · hosted by Youssef Abi Aad — The Titans Podcast

TITANS PODCAST — LIVE

16:45 – 17:00

Turning an Idea into a Revolution in Men’s Health

Hanan Krayem — Dietitian

KEYNOTE

17:00 – 17:45

Marketing Beyond Ads

Chris Ghazar — Founder & CEO, Beyond Ads · Joseph Farah — Vice President, Beyond Ads · Jalal Saade — Founder & Managing Partner, JDI Worldwide

PANEL

17:45 – 18:00

How Do You Grow Without Losing What Made You?

Alexandre Bachir — Bachir Ice Cream Middle East

KEYNOTE

18:00 – 18:45

How to Reach $1M+ Business Valuation

Anthony Abou Antoun — Founder, Artists & More · AndMore Ventures · Marwan Arban — Founder, Origin · Sally Kanaan — Commercial Director, Augustus Media · Antoine Kanaan — Co-Founder & CEO, HAQQ · moderated by Paolo Khayat — Founder, Creator Summit

KELSHI PODCAST — LIVE

18:45 – 19:30

Award & Closing Ceremony

Closing of the Second Edition · H.E. Dr Paul Morcos — Minister of Information

MAIN STAGE FINALE