

# Nine countries. 2,000 young voices.

One unforgettable evening.

The Second Annual  
ASDA'A Burson-Marsteller  
Arab Youth Survey



THE POWER OF  
EVIDENCE-BASED  
COMMUNICATIONS

What do Arab youth really think? What are their greatest hopes, most profound concerns and deepest personal aspirations? Find out at the unveiling of the Second Annual ASDA'A Burson-Marsteller Arab Youth Survey, a landmark study of the opinions of 2,000 Arab youth from nine nations across the region.

Hosted by ASDA'A Burson-Marsteller, the leading public relations consultancy in the Middle East, and research partners Penn Schoen & Berland Associates, this event will be chaired by:



**KAREN HUGHES**

Global Vice Chair, Burson-Marsteller  
and former US Under Secretary of State  
for Public Diplomacy and Public Affairs

Key survey findings will be debated by opinion leaders from across the region, including:

Dr. Tarik Yousef, *Dean, Dubai School of Government*

H.E. Ms. Najla Al-Awadhi, *Member of the UAE Federal National Council & Deputy CEO, Dubai Media Incorporated*

Abdul Rahman Al-Rashed, *General Manager, Al Arabiya TV*

Mustafa Abdel-Wadood, *Managing Director, Abraaj Capital*

Sultan Sooud Al-Qassemi, *Chairman, Young Arab Leaders, UAE Chapter and Media Columnist*

Ms. Lubna Qassim, *Lawyer & Legal Reform Specialist*

Ali F. Mostafa, *Independent Filmmaker*

Date **Sunday, March 7, 2010**  
Time **7:30 pm**  
Venue **Symphony Ballroom**  
**The Address Downtown Dubai**

**Entry by invitation only.**



FOR FURTHER INFORMATION, PLEASE CONTACT  
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