

## Conference (Conference Session)

Nov 13 2025 | 10:15am - 10:35am

Opening Address Keynote Speaker

### Speakers:



[Jan Horn](#) | Managing Director - SAE University College, Dubai

Nov 13 2025 | 10:35am - 10:55am

Armchair chat with Jan Horn and Fiona McKenzie

### Speakers:



[Jan Horn](#) | Managing Director - SAE University College, Dubai



[Fiona McKenzie](#) | Head of Education - Carfax Education

Nov 13 2025 | 10:55am - 11:15am

The Art of Visual Storytelling

**Session Summary:**

The Art of Visual Storytelling is more than a masterclass—it's a cinematic awakening. Designed by award-winning filmmaker and production designer Uzair Merchant, this immersive session explores how we read, feel, and shape the visual world through the lens of mind, body, and soul. Merging film, design, and technology, Uzair takes participants deep into the language of cinema—starting with semiotics: the meaning behind symbols, gestures, framing, and how visual cues shape our subconscious response. The session breaks down the psychology of framing, guiding students to understand how we see the world, and how directors and designers manipulate that perception through lens choice, composition, and blocking. Through color

analysis, participants will decode the emotional frequencies embedded in palettes, lighting, and transitions—learning how hue and saturation can guide mood, memory, and metaphor. The class also dives into contextual and cultural analysis, helping storytellers portray altered realities with intention—whether sci-fi futures, mythic pasts, or speculative presents. This is not just about making films—it’s about constructing meaningful visual worlds that challenge, heal, and inspire. Because when storytelling is rooted in resilience, imagination, and truth, it becomes a tool not just for expression—but for evolution.

**Speakers:**



• [Uzair Merchant](#) | Film Director / Production Designer - Bkreativ Productions

**Categories:**

- Higher Education
- Leadership and Professional Development

Nov 13 2025 | 11:15am - 12pm

Panel Session: The Role of Creative Education in Future-Proofing Careers

**Session Summary:**

This panel will explore how creative education prepares students for emerging careers, emphasizing digital innovation, media, and entrepreneurship. It will feature experts from academia and industry who can provide diverse perspectives on bridging education with industry needs.

**Speakers:**



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[Dr. Carlos Montana](#) | Program Coordinator - New Media Design -  
Rochester Institute of Technology Dubai





[Baz Nijjar](#) | Vice President - Education Technology & Digital Innovation - GEMS Education



[Dr Tim Hughes](#) | Director of Academic Quality Assurance & School Improvement - Bloom Education



[Professor Subia Mojib](#) | Adjunct Professor in Art History at RIT - American University of Dubai & Rochester Institute of Technology Dubai





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[Muna Al Falasi](#) | Director, Esports & Games Strategy - Dubai Department of Economy & Tourism

Nov 13 2025 | 12pm - 12:45pm

Bridging the Gap: Education, Industry & the Creative Economy

**Session Summary:**

This panel will discuss how education institutions and industry leaders can collaborate to ensure that creative education is aligned with workforce needs. Topics will include partnerships, curriculum innovation, and industry engagement.

**Speakers:**



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[Aubin Pereira](#) | Faculty Head of Performing Arts - Dubai Scholars Private School



[Tom Otton](#) | CEO - Create



[Sujoy Cherian](#) | CEO, Creative Technologist - Option 1 Design Studio





[Jan Horn](#) | Managing Director - SAE University College, Dubai





[Muhammad Al Madhi](#) | Advisor - Rubu'Qarn for Creating Leaders and Innovators



•  
[Uzair Merchant](#) | Film Director / Production Designer - Bkreativ Productions

Nov 13 2025 | 12:45pm - 1:05pm  
The Credibility Crisis with Creative Careers

**Session Summary:**

School Councillors / Parents / Teachers / School Leaders

In Collaboration with **Maria Vitoratos**: Career Specialist

Talk by Maria Vitoratos covering the following:

- Myths about creative careers
- The power of the creative economy

- Changing the narrative
- Ways forward for parents, counsellors, and students making career choices

**Speakers:**



[Maria Vitoratos](#) | Career Educator & Doctoral Student - Western University

Nov 13 2025 | 1:05pm - 1:50pm  
Creative Careers - The 360 ° Conversation

**Session Summary:**

This panel explores the fundamental questions behind creative career choices, including decision-making, common myths, parental concerns, and strategic guidance. I aim to surface the key perspectives of students, parents, and counsellors as they navigate future-focused, creative career

pathways.

Panel Guests:

- Creative career professional
- Parent of a creative student/professional
- Career Counsellor
- High school student

**Speakers:**



[Maria Vitoratos](#) | Career Educator & Doctoral Student - Western University



[Areej Areed](#) | Educational Consultant - American Academy for Girls





[Azizah Crane](#) | Runs speaking business - Speak Onstage



[Maya Crane](#) | Student (Creative Subjects) - Creative Careers with SAE



[Chuka Ekweogwu](#) | Filmmaker, Director, and Actor

Nov 13 2025 | 1:50pm - 2pm  
Q&A Session