



SUMMITS, PROCEEDINGS, AND CONFERENCES

We do *content* right

Events professionals remember

The substance of a convening — its themes, the research behind each session, the proceedings, and the experts who sit on the panels and speak — is what makes a summit, a set of proceedings, or a conference worth holding. That substance is what we provide. We are not event managers; we are the brains behind the content. We develop the themes, produce the underlying research, shape the proceedings, and bring and vet the experts who populate the panels and the podium — the implementation end of what we do, and something a company, a ministry, a financial institution, a multilateral, or a law firm may all need.

— HOW WE DO IT

Our biggest asset is our experts — a meticulously-built pool of regional and technical specialists and management leads, each with career experience in-region. We apply the same analytical, search- and expert-driven process we use for consulting, legal support and due diligence, to event design and reporting. Our work starts with an analytical engagement with the client's stated vision and requirements, and ends with a highly engaging, memorable event that produces real value for attendees and speakers alike, as well as those who interact with the conference later through its written records, proceedings and 'coffee table books'. Once again, the integration of experts, coordinating model, and relevant data stress-tests conceptual ideas and produces beautiful, rich content efficiently and cost-effectively. For printed proceedings and conference collateral, we work with our design partner, Kulturalis, to produce materials of real quality.

— TRACK RECORD

Red Sea Futures principals have been lead content managers for executive and ministerial level international events related to Climate, Culture, Economics, Piracy, Tech and AI, Law & Governance, and Environmental Impact. Perim Associates, Red Sea Futures' origin company, started its life managing content for technical conferences. We've modernized the process, using our model and expert pool to:

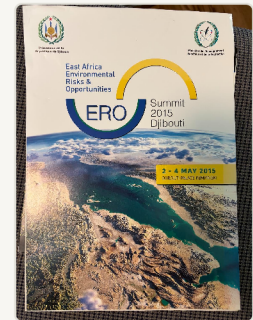
- 01 Streamline and give distinctive shape to event design and objectives.
- 02 Identify combinations of speakers optimized for content, group dynamism, and resonance with audience objectives.
- 03 Generate high quality proceedings, commemorative books and summaries, and social media content.

A CORNERSTONE PROJECT

East Africa Environmental Risks & Opportunities (ERO) Summit, 2015

As Perim Associates, Red Sea Futures organized the 2015 East Africa Environmental Risks & Opportunities (“ERO”) Summit, held in Djibouti under the auspices of the President of the Republic of Djibouti, H.E. Ismael Omar Guelleh. It brought participants from four continents and more than sixteen countries together on climate change, waste transformation, marine ecosystems, and environment-linked health.

Perim conceived the summit and built it with Yale University, CERD, the World Bank, IGAD, and UNECA. It produced concrete initiatives, from a regional climate and environmental observatory to a Yale-led climate-impact task force and a regional acute-care and screening corridor.



THE LEADS

A sample of relevant leads includes:

Dr. Ethan Chorin

Founder and CEO of Red Sea Futures; former diplomat and Middle East analyst with more than 25 years working on and in the Red Sea basin for the US State Department, Dubai Ports, Royal Dutch Shell, and Perim Associates. Author of *Benghazi: A New History*, and a forthcoming history of the Red Sea (Harvard University Press).

Ambassador Lange Schermerhorn

U.S. Ambassador to Djibouti (1997–2000) — host country of the ERO Summit — and a retired diplomat with more than 30 years of experience in economic and political affairs, cross-cultural negotiations, and trade promotion across the Middle East and Europe. She also advised the Commander of the Combined Joint Task Force–Horn of Africa.

Danial Kaysi, MA

A strategic advisor based in Riyadh with over 15 years of experience across the Middle East, East Africa, the United States, and Europe. Formerly at the Carnegie Endowment for International Peace, he has advised the G20 Secretariat, USAID, FCDO, and the World Bank, and holds an MA in International Affairs from Yale.

Dr. Blair Fowlkes-Childs

Historian of art and archaeology with a PhD from the Institute of Fine Arts, New York University. She spent seven years as a research associate in Ancient Near Eastern Art at the Metropolitan Museum of Art, where she co-curated *The World between Empires: Art and Identity in the Ancient Middle East*.

Sherif Dhaimish, MA

Publisher and writer with over twelve years spanning the editorial and commercial sides of publishing. He is Sales Director at Kulturalis, leading development across Asia, the Middle East and Africa, and founder and director of Pendle Press. Long tenures at Darf Publishers and Medina / Arabian Publishing gave him deep working knowledge of publishing across the Arab world.

Dr. Anna Gueorguieva

Economist and sustainability leader with more than 20 years in climate finance, sustainability data, and ESG strategy, including 18 years as a Senior Economist and Task Team Leader at the World Bank, where she established and led its Climate Task Force. She holds a PhD in Environmental and Resource Economics from UC Berkeley.

Fatima Abo Alasrar

A Yemen-focused policy and security analyst and MENA Director at Cure Violence. She has been a Mason Fellow at the Harvard Kennedy School and an international policy fellow at the Open Society Foundation. She served as an advisor at the Embassy of Yemen in Washington, DC.

Prof. Whitney Hischer

Executive-education specialist who served as Assistant Dean for Executive Education at UC Berkeley Haas, growing the business tenfold over nearly a decade. She has designed and run programs for senior executives and government officials across healthcare, defense, energy, and economic diversification, and teaches red teaming at Berkeley and the Fletcher School.



For printed proceedings, commemorative books, and conference collateral, we work with our design partner, Kulturalis — the London-based publisher of fine illustrated books for museums, galleries, and cultural institutions. Part of the Universal Art Group, Kulturalis brings a multilingual team with decades of experience producing publications across art, heritage, education, religion, architecture, and the corporate sector, and offers every stage of the publishing process — editorial, design, production, and distribution — publishing in whatever languages a client requires. Its bespoke, collaborative approach means the printed record of a convening is produced to the same standard as the convening itself, and built to outlast it.

Bring us your most challenging Red Sea and MENA questions — chorin@redseafutures.com · set up a call at redseafutures.com. All inquiries handled in strict confidence.