

simplify to persuade

with mahmoud arafa | PRESIDENT AND CREATIVE DIRECTOR OF DESIGNFRAME USA/EGYPT

We live in an information-deluged world. With so many messages competing for our attention, how can we be sure that we're reaching our audience? **Mahmoud Arafa** will share different design and communications tactics to simplify the message, motivate the hearts and direct the minds.



wednesday
10.27.10

7:00 PM BSC NECE
AUDITORIUM RM 304

Mahmoud Arafa develops unique communication solutions and offers high standard concepts, designs, photography, website development, writing, editing, translation and production. Mahmoud helps clients to evolve from entrepreneurs to enterprises, from local to global and from inception to infinity. Prior to starting *Designframe*, Mahmoud was an art director at *International Business Associates*. In addition to his contribution to the corporate world, Mahmoud is passionate about working for a good cause. He has developed compelling communication tools to alleviate suffering, combat diseases and raise funds for nonprofits. Arafa's work has been acknowledged by world leaders such as former French President Jacques Chirac, Queen Elizabeth II, and Prince Charles.

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