

News Release

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Northwestern Qatar leads scholarly engagement on AI and media at Web Summit Qatar 2025

Doha, Qatar – February 10, 2025— Northwestern University in Qatar is expanding its presence at Web Summit Qatar 2025, the region’s largest and most influential technology conference.

Building on the success of its participation in 2024, the university’s presence at the summit this year reflects its commitment to excellence, community engagement, and global impact.

Scheduled to take place from February 23 to 26, 2025, Web Summit Qatar attracts global entrepreneurs, innovators, and thought leaders to discuss and shape the future of technology, artificial intelligence, and digital media. Northwestern Qatar’s enhanced involvement highlights the university’s leadership at the intersection of media, communication, and technology, with a program designed to advance knowledge exchange and inspire innovation.

Marwan M. Kraidy, dean and CEO of Northwestern Qatar, highlighted the importance of this collaboration in advancing the university’s mission, saying, “By bringing our broad knowledge and deep expertise to this global platform, we reinforce our dedication to advancing media and communication in the region and demonstrate our impact as a hub for innovation and thought exchange. This collaboration embodies our commitment to Northwestern Qatar’s core values of excellence and collaboration and to Qatar’s vision of becoming a global center for education, research, and technology.”

At the heart of Northwestern Qatar’s presence will be a series of short presentations, panel discussions, and thematic conversations addressing critical topics such as emerging technologies in digital media, digital storytelling in the Global South, media literacy and combating misinformation, innovation in online communication strategies, and ethical considerations in artificial intelligence. These sessions will create a platform for faculty, staff, students, and alumni to share their expertise and projects and connect with a global audience.

The university will also launch and showcase several key initiatives, including the Sound Bytes program. This new initiative invites community members to deliver impactful, research-backed presentations that explore transformative ideas in media and technology.

The University’s Media Majlis Museum will host a dedicated exhibition and engagement space. This year marks the fifth anniversary of the museum, and at Web Summit Qatar, it underscores its role as a pioneering museum exploring media, journalism, and communication. Within this space, faculty, students, alumni, and staff will present cutting-edge research, case studies, and

insights addressing some of the most pressing issues in the digital media landscape. The museum exhibition will explore artificial intelligence and its implications for media and communication.

Additional programming will include talks by AIM Lab Aurora grantees, a game launch by the Institute for Advanced Study in the Global South (#IAS_NUQ), and opportunities for collaboration across programs, including the Executive Education Program. Together, these activities reflect the university's leadership in advancing innovation and driving meaningful engagement at the intersection of media, communication, and technology.

Through its presence at Web Summit Qatar 2025, Northwestern Qatar reaffirms its strategic priorities of advancing interdisciplinary dialogue, fostering innovation, and amplifying its global impact through collaboration and knowledge exchange.

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About Northwestern University in Qatar

[Northwestern University in Qatar](#) is known for its distinguished history, famous programs, and an exceptional faculty. Founded in partnership with the Qatar Foundation, Northwestern Qatar provides a framework through which students explore the world and, ultimately, shape its future through its distinguished programs in communication, journalism and strategic communication, and the liberal arts.