

News Release

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Web Summit Qatar 2026: Showcasing Northwestern Qatar's leadership at the intersection of technology, media, and communication

Doha, Qatar – January XX, 2026 – Northwestern University in Qatar will return to Web Summit Qatar 2026 with a stronger presence, richer programming, and deeper engagement opportunities, reinforcing its role as a thought partner and innovator in the global ecosystem of technology, media, and communication.

Building on its participation over the past two years, this year's presence brings a richer and more multimodal program for meaningful engagement with the scholarship, creative work, and applied research produced by the University community.

Programming throughout the Summit will explore the intersections of technology, artificial intelligence, digital culture, media, and communication. This includes special programs led by the Institute for Advanced Study in the Global South at Northwestern Qatar (#IAS_NUQ), the Artificial Intelligence and Media (AIM) Lab, the Media Majlis Museum, and the Executive Education Program, as well as faculty, students, researchers, fellows, and Northwestern faculty from Evanston.

"Our return to Web Summit heralds NU-Q's broader engagement at the cutting edge of digital transformation. It reflects our commitment to deepen the impact of our expertise globally," said Marwan M. Kraidy, dean and CEO of Northwestern University in Qatar. "It's exciting to see research, teaching, and creative practice come together in ways that actually connect with real-world challenges. I'm proud of the talent and ideas our community is bringing to the table."

This year, Northwestern Qatar will lead with a larger, two-story booth designed as an interactive hub for learning, dialogue, and collaboration. The space includes presentation areas, engagement platforms, and a dedicated podcast studio, enabling multiple modes of interaction with visitors. Throughout the Summit, faculty, students, and researchers will deliver concise, high-impact presentations that translate academic research into insights for public and professional audiences.

The booth will also host a special series edition of the Northwestern Qatar podcast recorded live from the booth. The series will feature conversations between community members and

leaders from industry and academia, offering perspectives on emerging technologies, media ethics, innovation, and the evolving role of communication in society.

Another key component is “Media Futures: Memes, Machines & New Realities,” a special, three-zone interactive exhibition and learning experience led by the Media Majlis Museum, offering visitors the opportunity to examine how media, technology, and storytelling are reshaping contemporary culture and public life.

Complementing the exhibition, the Museum will also host a series of micro-workshops and short-format learning sessions ranging from media literacy and public storytelling to AI ethics and digital creation that extend the exhibition’s themes into participatory experiences.

Faculty and researchers from across academic programs, including #IAS_NUQ and AIM Lab, will lead different programming elements and organize a series of educational sessions on AI, digital governance, and the societal implications of emerging technologies.

Admissions representatives will be available throughout the Summit to engage with prospective undergraduate students, providing guidance on the application process, program offerings, and opportunities. At the same time, the Executive Education Program will showcase its professional development offerings and offer special opportunities for professionals attending the Summit.

With a stronger presence and richer programming at Web Summit Qatar 2026, Northwestern Qatar brings its research, teaching, and creative work together in a space where stakeholders and industry voices can engage directly with the questions shaping media, technology, and communication today. Through interactive sessions, workshops, and the Media Majlis Museum exhibition, it showcases how its community’s work connects with real-world challenges and ongoing developments in the region and beyond.

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About Northwestern University in Qatar

Northwestern University in Qatar is known for its distinguished history, famous programs, and 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.

For more information: <https://www.qatar.northwestern.edu/>