



**Ghassan Aouad**

Chancellor of Abu Dhabi University, Past President of the Chartered Institute of Building (CI...  
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I am delighted to announce that I will be speaking at the THE World 100 Annual Conference which offers a key opportunity for members to share reputational achievements. The conference offers invaluable networking opportunities in a relaxed and informal atmosphere. It allows members and non-members to exchange innovative perspectives on reputation, international relations, and global brand building. The conference will take part at the University of Birmingham, UK from the 10-11 of October. To register and attend, please visit the web site:

<https://lnkd.in/dDiiGSMC>

You can't buy a good reputation; you must earn it. -Harvey Mackay

**Times Higher Education Abu Dhabi University University of Birmingham Phil Baty Mark Sudbury Hamad Odhabi Bassam Mura, MBA Noor Al Masri Khulud Abdallah Sarah Thomas**



**World 100**  
Annual Conference

10-11 October 2024  
Birmingham, UK



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Abu Dhabi University



UNIVERSITY OF  
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