BEAT THE CYBER BULLY

Every parent informed. Every child equipped.

Cyber safety and digital wellbeing talks for students, parents and staff, from the team trusted by Dubai schools.



SINCE	WHERE	AS FEATURED IN
Founded in Dubai in 2012	Talks delivered across the UAE, Middle East, Asia and UK	The National, Dubai Eye and Gulf News

WHY NOW

In June 2026 the UAE Cabinet approved a rule that children under 15 cannot hold personal social media accounts, and platforms have 12 months to comply.* **Parents will look to schools for guidance.**

OUR CORE TALKS

Primary
Friendships, banter or bullying, gaming, privacy, and who to tell.

AGES 6–11

Secondary
Reputation, deepfakes, AI companions and the law.

AGES 11-18

AI Literacy
What AI is, what is fake, and how to use it well.

STUDENTS

Parents and Staff
What children are living through and how to respond.

PARENTS, TEACHERS, PASTORAL TEAMS

Every talk ends on the positive: what children can build, create and lead with technology.

NEW TALKS FOR 2027

NEW TALK
AI Companions and "AI Therapy"
When the chat bot becomes the best friend.

NEW TALK
Life Under the Age Limit
For parents and staff.

NEW TALK
The Attention Trap
Your relationship with digital.

> *"Fantastic content, presented just the right way. Great sessions that our young people and parents needed to hear, to make it real for them here in the UAE."*
> **Richard, JBS**

> *"Up to date content that we think our parents and students need to hear regularly. Great presentations delivered in a way that makes the audience sit up and listen."*
> **Cheryl, NAS**

Ho'okele - the parent app

Parents always ask "What do I do now?" Ho'okele holds 300+ short videos, audio and PDFs, with new content every month, so the message reaches every family, not only those who came to the session. Ask about family access for your school.

Beat the Cyberbully is a Dubai-based online-safety and digital wellbeing initiative, led by **Barry Lee Cummings**. Barry worked at Microsoft and EMC, then founded his own digital marketing consultancy, and has since co-founded digital platforms CoBabble and Contractors Direct. He turns that knowledge into plain language for families.



Dates fill each term. Book now.

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Raising children who lead online.

*Sources: UAE Cabinet rule as reported by The National, 15 Sep 2026.