



**GLOBAL  
MEDIA  
CONGRESS**

الكونغرس العالمي للإعلام

# CONFERENCE AGENDA

## Shaping the future of the media industry

15 - 17 November 2022

Abu Dhabi National Exhibition Centre - ADNEC, Abu Dhabi

وكالة أنباء  
الإمارات-وام  
**EMIRATES**  
NEWS AGENCY - WAM



**CAPITAL  
EVENTS** كابيتال  
للفعاليات



**ADNEC**  
شركة أبوظبي الوطنية للمعارض  
Abu Dhabi National Exhibitions Company



# CONFERENCE DAY 1

Tuesday, November 15, 2022



GLOBAL  
MEDIA  
CONGRESS

الكونغرس العالمي للإعلام

09:00	<b>Registration</b>
10:00	<b>Opening Ceremony</b>
10:10	<b>Keynote Opening Address</b> Shaping the future of the media industry
10:45	<b>Official Exhibition Opening</b>
11:00	<b>Keynote</b> The transformative power of media
11:30	<b>Ministerial Panel Presentation</b> Highlight new and future investment opportunities in media from across the globe
12:10	<b>Presentation</b> Future Focus: Is digital media fertile ground for future investments?
12:30	<b>Panel Discussion</b> Investor Fast Chat: Outlining media investment trends and how they will affect media landscape
13:10	<b>Networking &amp; Lunch Break</b>
14:00	<b>Presentation</b> Investing in the Metaverse: How will media companies benefit and what is the projected ROI?
14:20	<b>Regional Media Spotlight: Europe</b> Should big tech be forced to pay for content?
15:00	<b>Networking &amp; Refreshment Break</b>
15:15	<b>Regional Media Spotlight: North America</b> Can regulators keep up with the pace of change from physical to virtual media?
15:50	<b>Interview</b> The future of media in Web 3.0
16:10	<b>Presentation</b> The future of news: Analysing how AI, machine learning and automation will transform the news
16:30	<b>End of day one</b>

# CONFERENCE DAY 2

Wednesday, November 16, 2022



GLOBAL  
MEDIA  
CONGRESS

الكونغرس العالمي للإعلام

09:00	<b>Registration &amp; Networking</b>
10:00	<b>Tolerance Day Keynote</b> Tackling evolving challenges head on: Harnessing technological innovations to combat the spread of misinformation and encourage unity
10:20	<b>Panel Discussion</b> Highlighting the role of integrated media hubs in the future of the media industry
11:00	<b>Networking &amp; Refreshment Break</b>
11:15	<b>Panel Discussion</b> The role of think tanks in influencing media content
11:55	<b>Regional Media Spotlight: MEA</b> Examining social media and consumption across the region and how this has transformed the media landscape
12:35	<b>Panel Discussion</b> Social media: Discussing how the rise of the short-form video has changed the media industry
13:10	<b>Networking &amp; Lunch Break</b>
14:00	<b>Regional Media Spotlight: Asia</b>
14:40	<b>Panel Discussion</b> Streaming services: A crowded market or room for more?
15:10	<b>Presentation</b> Analysing the growth of the creator economy: Who's creating it, who's paying for it and who's controlling its production?
15:30	<b>Networking &amp; Refreshment Break</b>
15:45	<b>Lighting Talks</b> Changing revenue drivers: Examining media organisations long term revenue streams
16:00	<b>Presentation</b> Esports - Playing into the future
16:20	<b>Panel Discussion</b> Media for good: Sustainable Development Goals
16:45	<b>End of conference day two</b>

# CONFERENCE DAY 3

Thursday, November 17, 2022



GLOBAL  
MEDIA  
CONGRESS

الكونغرس العالمي للإعلام

09:00	<b>Registration</b>
10:00	<b>Presentation</b> Social Media Design: Highlighting the importance of inclusive design and the role of cognitive bias in media
10:20	<b>Presentation</b> Diversity and inclusion in a digital era: Women in media
10:40	<b>Presentation</b> Consumer Psychology: Current and future predicted consumer trends in media consumption
11:00	<b>Networking &amp; Refreshment Break</b>
11:15	<b>Regional Media Spotlight: Latin America</b>
11:50	<b>Panel Discussion</b> Plugging the skills gap to meet 4IR and beyond
12:30	<b>Panel Discussion</b> Addressing the great attrition in the media industry
13:10	<b>Networking &amp; Lunch Break</b>
13:50	<b>Debate</b> Are media companies responsible for comments on social media?
14:20	<b>Regional Media Spotlight: Australia and rest of the World</b>
15:00	<b>Presentation</b> Disruptive thinking: Courting the consumer in a world of infinite choices
15:20	<b>Networking &amp; Refreshment Break</b>
15:35	<b>Keynote</b> Influencer journalism: A necessity or self-promotion?
16:00	<b>Panel Discussion</b> Amplifying minority voices from across the globe for accurate storytelling
16:40	<b>End of conference day three</b>