



15 – 17 November 2022

*Shaping the Future of the Media Industry***Conference Day 1****15 November 2022**09:00 **Registration**10:00 **Opening Ceremony**10:10 **Keynote Opening Address**
Shaping the future of the media industry10:45 **Official Exhibition Opening**11:00 **Keynote**
The transformative power of media11:30 **Ministerial Panel Discussion**12:10 **Presentation**
Future Focus: Is digital media fertile ground for future investments?12:30 **Panel Discussion**
Investor Fast Chat: Outlining media investment trends and how they will affect media landscape13:10 **Networking & Lunch Break**14:00 **Presentation**
Investing in the Metaverse: How will media companies benefit and what is the projected ROI?14:20 **Regional Media Spotlight: Europe**
Should big tech be forced to pay for content?15:00 **Networking & Refreshment Break**15:15 **Regional Media Spotlight: North America**
Can regulators keep up with the pace of change from physical to virtual media?15:50 **Interview**
The future of media in Web 3.016:10 **Presentation**
The future of news: Analysing how AI, machine learning and automation will transform the news16:30 **End of Conference Day One**

Conference Day 2

16 November 2022

09:00 Registration & Networking**10:00 World Tolerance Day Keynote**

Tackling evolving challenges head on: Harnessing technological innovations to combat the spread of misinformation and encourage unity

10:20 Panel Discussion

Highlighting the role of integrated media hubs in the future of the media industry

11:00 Networking & Refreshment Break**11:15 Panel Discussion**

Media thinktank dynamics in the digital information

11:55 Regional Media Spotlight: MEA

Examining social media and consumption across the region and how this has transformed the media landscape

12:35 Panel Discussion

Social media: Discussing how the rise of the short-form video has changed the media industry

13:10 Networking & Lunch Break**14:00 Regional Media Spotlight: Asia****14:40 Panel Discussion**

Streaming services: A crowded market or room for more?

15:10 Presentation

Analysing the growth of the creator economy: Who's creating it, who's paying for it and who's controlling its production?

15:30 Networking & Refreshment Break**15:45 Lighting Talks**

Changing revenue drivers: Examining media organisations long term revenue streams

16:00 Presentation

Esports - Playing into the future

16:20 Panel Discussion

Media for good: Sustainable Development Goals

16:45 End of Conference Day Two

Conference Day 3**17 November 2022****09:00 Registration****10:00 Keynote**

Social Media Design: Highlighting the importance of inclusive design and the role of cognitive bias in media

10:10 Presentation

Diversity and inclusion in a digital era: Women in media

10:30 Presentation

Consumer Psychology: Current and future predicted consumer trends in media consumption

10:50 Networking & Refreshment Break**11:05 Regional Media Spotlight: Latin America****11:50 Panel Discussion**

Plugging the skills gap to meet 4IR and beyond

12:30 Presentation

Addressing the great attrition in the media industry

13:10 Networking & Lunch Break**13:50 Debate**

Are media companies responsible for comments on social media?

14:20 Regional Media Spotlight: Australia and rest of the World**15:00 Presentation**

Disruptive thinking: Courting the consumer in a world of infinite choices

15:20 Networking & Refreshment Break**15:35 Keynote**

Influencer journalism: A necessity or self-promotion?

16:00 Panel Discussion

Amplifying minority voices from across the globe for accurate storytelling

16:40 End of Conference Day Three