



15 – 17 November 2022

Shaping the Future of the Media Industry
Media Labs Agenda

Date and time	Session	Participants
Tuesday 15 November 13:30 –14:45	Changing Consumer Demands: How can media organisations remain relevant in an increasingly globalised industry?	Moderated by Mike Butcher James Spencer Jonathan Clayton Lakshmi Sarah Pedro Vargas David Vilas Dhar Yasmina Al-Gannabi Gregg Fray
Tuesday 15 November 15:00 –16:15	New Technologies: How can disruptive technology be leveraged across the media industry?	Moderated by Mike Butcher H.E. Judge Mohamed Abdelsalam Emiliano Ramos Tuhin Menon Vilas Dhar Georgia Tolley
Wednesday 16 November 13:30 –14:45	Upskilling and Training: How can we prevent a ‘Great Attrition’ in the media industry?	Moderated by Chiyo Robertson Najib Gouiaa Lakshmi Sarah Philippe Petitpont Ruben Banerjee Jonathan Clayton Asif Ismail
Wednesday 16 November 15:00 –16:15	Disinformation: How can journalists and regulators keep pace with Web 3.0 and the spread of disinformation?	Moderated by Chiyo Robertson Dr Mark van Rijmenam James Spencer Yasmina Al-Gannabi Oliver Rolofs Emiliano Ramos Sashi Kumar
Thursday 17 November 13:30 –14:45	Global Perspectives: What does the future hold for the industry and global media relations?	Moderated by Jonathan Clayton John Brittas Oliver Rolofs Suha Mohammed Apurva Chandra Gregg Fray Samuel Morin