

**15 – 17 November 2022**  
*Shaping the Future of the Media Industry*

*Draft Workshop Agenda*

**15 November 2022**

	Workshop Room A	Workshop Room B	Workshop Room C
<b>11:00</b>	Digital Journalism, what you need to succeed Sky News Arabia Academy	Topic to be advised Tik Tok	The Art of Truthful Storytelling: Documentary Cinema Twofour54
<b>13:00</b>	UGC Content ENEX	Apply Neuroscience Technology to Communicate and Present Data Persuasively New Media Academy	Media, Information and Platform Society Disruption: Security, Resilience and Education Perspective CyberGate Academy
<b>15:00</b>	Verification - achieving the seamless integration of high-level verification into your working processes Ruptly TV	AI solutions in the media China Media Group	Video Monetisation on Facebook Meta

**16 November 2022**

	Workshop Room A	Workshop Room B	Workshop Room C
<b>11:00</b>	One-(Wo)Man Crew, the Future of Journalism Sky News Arabia Academy	Arab Film Studio 'Video Production on a Budget' Twofour54	Solution Journalism RED/ACCIÓN

13:00	Media of Metaverse: How to create a creative media and marketing content using artificial intelligence applications in Metaverse (Arabic) <a href="#">AIJRF</a>	The Mighty Metaverse: Igniting the Next Frontier in Storytelling <a href="#">New Media Academy</a>	The evolution of disinformation: from fake news to a global social media 'infodemic" <a href="#">MBZUAI</a>
15:00	Verification - achieving the seamless integration of high-level verification into your working processes <a href="#">Ruptly TV</a>	Factcheck (Arabic) <a href="#">AFP</a>	Script Writing & Programs Preparing (Arabic) <a href="#">Dubai Media Inc</a>



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	Workshop Room A	Workshop Room B	Workshop Room C
11:00	The next Generation of TV Presenters <a href="#">Sky News Arabia Academy</a>	Content Creators and the future of Medias, or how the creator economy is transforming bicentennial industries <a href="#">Brut</a>	Metaverse
13:00	Media of Metaverse: How to create a creative media and marketing content using artificial intelligence applications in Metaverse (Arabic) <a href="#">AIJRF</a>	Digital storytelling	Combating Misinformation on Meta Platforms <a href="#">Meta</a>
15:00	Digital Journalism <a href="#">RT Arabic</a>	Audience Intelligence: Developing and Growing Media Audience through Data Technology <a href="#">New Media Academy</a>	Creating Impactful Content for Audio Audiences (Arabic) <a href="#">Dubai Media Inc</a>
