



Media Management

& IT Forum in Minsk



The Johannes Rau Minsk International Education Centre (IBB)
Prospekt Gazety Prawda 11, Minsk, Belarus.
October 25-27, 2018

OCTOBER 25th, THURSDAY, DAY 1

09:30-10:30

Registration & Welcome Coffee

10:45-11:00

Opening ceremony & Welcoming words

Sabrina Bobowski, Johannes Rau International Education Centre, Director (Germany)
Kyryl Savin, Deutsche Welle Akademie, project-manager in Ukraine (Germany)
Zachary Taylor, UNDP Deputy Resident Representative in Belarus
Vitaut Rudnik, Third Sector (Belarus)

11:00-12:30

Panel discussion 1, Europe Hall

Mass media in Eastern Partnership countries: Current state and development problems.

Moderator: **Andrei Yeliseyeu**, Research Director at EAST Center

Daria Kurrenaia, journalist Radio Free Europe, Radio Liberty, Ukraine

Denis Romanescu, CEO of online-portal Moldkorr.com, Moldova

Gegham Vardanyan, Editor, Media Initiatives Center, Armenia

Maya Metskhvarishvili, Editor, Studio Monitor, Georgia

Ulkar Natiqgizi, Investigative reporter based in Tbilisi, Azerbaijan

12:30-14:00

Lunch

14:00-15:30

WORKSHOPS Session 1

Media
Management

How to develop a strategy for your media campaign.

Tatiana Repkova, founder of Media Managers Club (Slovakia).

Media
Monetization

Monetization: selling your audience, not inventory.

Mykola Balaban, Publisher at The Village Україна and Inspired (Ukraine)

IT Tools
& Open Source
Investigations

**Social media data search,
analysis and presentation of findings.**

Ruslan Leviev, Head of the Conflict Intelligence Team (Russia)

Media
Content

Solutions Journalism: A Way to Reestablish Trust in the Media.

Jeremy Druker, Executive director of Transitions (TOL) (US/CZ)

15:30-16:00

Break

16:00 - 17:30

Panel discussion 2, Europe Hall

**Strengthening the role of investigative journalism
in Central and Eastern Europe.**

Moderator: John Sepulvado,
journalist and public radio host at KQED, the NPR station in San Francisco (USA)

Vlad Lavrov, Regional Editor at OCCRP (UKR)

Darko Brkan, Head of NGO Zašto ne (BiH)

Ruslan Leviev, Head of the Conflict Intelligence Team (RU)

18:00

Reception at the Westfalia Restaurant

OCTOBER 26th, FRIDAY, DAY 2

09:30-11:10

Presentations (Europe Hall)

Nicolas Douillet,
*Communications Team Leader
for UNDP Europe and Central Asia*

*Sustainable Development Goals:
opportunities and challenges
for the media.*

Gegham Vardanyan,
*Editor, Media Initiatives Center,
Armenia*

*Media Literacy:
Adventures of Literatus browser game
for students and journalists*

Nikolai Kvantaliani,
DCN Belarus

*Digital Communication Network:
opportunities for media professionals*

Olga Tsvetkova,
Centre for Media Studies

*Training, Networking and Research
Opportunities at the Center for Media Studies
at the Stockholm School of Economics in Riga*

Vitaut Rudnik and Lana Rudnik,
Third Sector and Practical Competences Studio

*Belarusian Media
Management School*

11:10-11:30

Break

11:30-13:00

WORKSHOPS Session 2

**Media
Monetization**

How to build online subscriptions revenue.
Tomáš Bella, Dennik N, Founder (Slovakia)

**Investigative
Journalism**

How to work with information leaks without compromising security. *Vlad Lavrov, Regional Editor at OCCRP*

**IT Tools
& Open Source
Investigations**

Using Fact-checking to promote political accountability and fight disinformation. *Darko Brkan, Head of NGO Zašto ne (BiH)*

**Media
Content**

Media in social networks: new opportunities for development.
Julia Lebed, Head of Media Partnerships Department at OK.RU (Russia)

13:00-14:00

Lunch

14:00-15:30

WORKSHOPS Session 3

**Media
Management**

How to choose business and marketing strategies for your Media.
Tatiana Repkova, Founder of Media Managers Club (Slovakia)

**Media
Monetization**

Three foundations of monetization: market, technologies, people.
Galina Malishevskaya, media manager, Ex-Editor-in-Chief of Komsomolskaya Pravda in Belarus (Belarus)

**Investigative
Journalism**

How to organise transborder investigations: Moldovan cases.
Ion Preașcă, Editor at RISE Moldova (Moldova)

**IT Tools
& Open Source
Investigations**

Multimedia and storytelling - what is it all about? 5 steps from beautiful words about it to practical actions. *Juulia Barthel, Communications Manager Secretariat of the EaP Civil Society Forum (Estonia / Belgium)*

**Media
Content**

Let me tell you a story.
Jakub Górnicki, Founder of Outriders (Poland)

15:30-16:00

Break

16:00-17:30

NETWORKING SESSION, Europe Hall

17:30

Dinner

OCTOBER 27th, SATURDAY, DAY 3

09:30-11:00

WORKSHOPS Session 4

Media
Management

Emotional motivation for journalists working in crisis environment.
Natalia Stoetskaya, psychologist (Ukraine)

Media
Monetization

How to make a great media in a small post-Soviet town?
Pavel Andreev, Director of the "7x7 - Horizontal Russia" media project (Russia)

Investigative
Journalism

Developing and protecting sources.
John Sepulvado, journalist and public radio host at KQED, the NPR station in San Francisco (USA)

IT Tools
& Open Source
Investigations

Disinformation and influence operations in Central Europe: Cases and counteractions.
Veronica Vichová, analyst at Evropské hodnoty think-tank (Czech)

Media
Content

Writing for the audience.
Mark Livin, publisher at Inspired, Deputy Editor in Chief at The Village Україна (Ukraine)

11:00-11:15

Break

11:15-12:45

Panel discussion 3, Europe Hall

Legal regulation of media: Belarus case

Moderator: Elena Tonkacheva,
Director of Lawtrend, lawyer (Belarus)

Ludmila Chekina, Director General at TUT BY MEDIA

Siarhej Zikratski, Advocate of the Minsk Regional Bar Association

Andrei Aliaksandrau, Publisher at Journalby.com

Andrei Bastunets, Belarusian Association of Journalists, Chairperson

12.45-13.15

Final remarks

13.15-14.00

Lunch

Organizers:



Partners:



Kingdom of the Netherlands



British Embassy
Minsk



*Empowered lives.
Resilient nations.*

