May 2016 - Project manager: Spyros Ladeas
www.aegeansummit.com -Register Facebook Page Aegean Summit
spyrosladeas@gmail.com UK (44)7775120553 GR (30)6975580251

PRELIMINARY AGENDA

AEGEAN SUMMIT

June 30-July 1 Athens, GR

International media conference on new and independent media from the Mediterranean & MENA region with the objective to facilitate cross-border & cross-platform collaborations among journalists, publishers and media start-ups from Athens, Istanbul, Izmir, Beirut, Cairo, Tunis, Tehran, Amman and Rome.

DAY 1

9:00AM Defining Objectives of Aegean Summit 2016

Format in workshop-style discussions, short case-studies and interactive panel discussions:

- *Evolving business models*
- *Cross-border and cross-platform collaborations*
- *Role of new and indie media*
- *Progressive editorial narratives*
- *Connecting the Mediterranean & MENA region through media*

9:20AM What is the role of independent media?

Ibrahim Nehme (Outpost Magazine Beirut)

- *Indie media as laboratories of social activism*

Alireza Jozi (TechRasa Tehran)

- *Media as a platform to connect and facilitate entrepreneurship and investment*

Thodoris Georgakopoulos (Dianeosis Athens)

- *Philanthropy as a business model and media as a public good*

Andrew Finkel (Platform 24 Istanbul)

- *Media is a Public Good. Captured News Media: Turkey's Media Landscape*

Yavuz Baydar (Platform24 Istanbul)

- *Independent media: pluralism, ownership, freedom of expression*

11:15AM Examples of progressive media narratives & audience development strategies

Lina Attalah(Mada Masr Cairo)

- *Editorial production as a site for progressive discourse between afflicting narratives and mediation for wider outreach*

Lina Ejelat (7iber Amman)

- *Audience building for sustainability and to engage other communities outside of our conventional readership*

Nick Malkoutzis (Macropolis Athens)

- *Confronting the editorial narratives of superficial speculation that pass for facts by providing available statistics, analysis and data that reveal complexities that don't fit mainstream narratives*

12:45PM LUNCH BREAK

2:00PM What are new sustainable business models, funding models and how do we monetize?

Teun Gautier (The Cooperation Amsterdam)

- *Future sustainable models: bundling and monetizing freelance journalism*
- *Summaries from report 52 ways to monetize journalism*
- *Case study of The Cooperation launch in Amsterdam in spring 2016*

Michael Irving Jensen (*International Media Support* Copenhagen)

- *Sustainability in a fragmented and challenging media landscape*

Maha ElNabawi (Mada Masr Cairo)

- *Revenue generation within knowledge based media economy of journalism*

3:30PM How to build audiences with evolving fragmented distribution models: mobile, social media, platforms vs publishers

4:30PM Cross-border & cross-platform collaborations & amplifying progressive media narratives to global audiences

Hamoud Almahmoud (Arab Reporters for Investigative Journalism Amman)

- *Creating rich-data resources for investigative journalists from 18 countries in MENA region: examples from ARIJ*

Enrico De Angelis (Syria Untold Cairo)

- *Create and discuss new ways of collaborations: frameworks and platforms to exchange content in each others' audiences*

5:45PM Conclusions and Summaries from Day 1 from Moderators & Take-Aways

DAY 2

9:20AM Storytelling and filmmaking: sharing unique, rich perspectives in a diverse region that don't fit into the national mainstream predictable narratives

Gelareh Kiazand (filmmaker Tehran)

- *How to address the careful balance of story-telling through fiction and documentaries with tools like climax and pacing, making the work more impactful but without influencing the authenticity of story and characters*

Valantis Stamelos (filmmaker Izmir)

- *Telling your story that does not fit into the mold of geopolitical lens of your geography and identity*
- *Sharing stories in English to international audiences as a cultural bridge to those exploring the depth of perspectives in the region*

11:00AM How is the migration & refugee crisis being covered & not covered in the media

Aidan White (Ethical Journalism Network London)

- *Findings from migration report: how media cover migration: establishing media literacy, responsible communication, tackling hate speech & intolerance, self-regulation of independent media*

Preethi Nallu (www.refugeesdeeply.org Beirut)

- *Organic collaborations and nurturing existing talent and expertise with long-term partners*
- *Covering migration in a way that is relatable to the average person in the street*
- *Crowd-sourcing expertise from a wide-pool from academia*

12:45PM LUNCH BREAK

2:00PM The evolution of the career of the freelance journalist

Sarah Giaziri (Rory Peck Trust London)

- *The trend in journalism towards social media outlets vs traditional outlets; local knowledge vs parachute journalists; funding challenges of freelancers; addressing safety, training; instability not being a full-time team*

Marta Ottaviani (La Stampa Rome)

4:00PM: Conclusion – What Next Steps Until Aegean Summit 2017?

- Brief summaries from conference moderators and acting on mutual proposals on editorial and sustainability themes
- Making cross-border collaborations, exchanges and forums a permanent and long-term feature in the MENA & Med region