



XV EURASIAN MEDIA FORUM
15 years of EVOLUTION:
HOW THE WORLD IS CHANGING AND HOW THE WORLD CHANGES US

May 22–24, 2018
Almaty, Republic of Kazakhstan
The Ritz Carlton, Almaty

CONFERENCE PROGRAM

DAY ONE
Tuesday, May 22

Within the framework of the XV EAMF you can visit a series of thematic master classes from world media experts from near and far abroad on the most topical present subjects. Free of charge master-classes for journalists are organized with the support of Social Partner – «Samruk-Kazyna Trust» Social Development Foundation.

Social Partner



09:00–18:00	Delegate registration <i>Ballroom Foyer</i>
09:00–10:30	<u>Master-class #1</u> MOBILE JOURNALISM TO SOCIAL VR What will storytelling look like in 2020? This session jumps from mobile journalism to social VR. History has always given us building blocks. Live video and virtual reality weren't golden geese which fundamentally changed the media. But when it all comes together the whole space will move very quickly. At the intersection of 5G internet and augmented reality, the perfect storm is coming. Story 2020. #Hashtag Our Stories creates shows in every language by empowering people to tell stories with mobile phones. They work with both independent communities and build hyperlocal mobile journalism projects within existing news organisations to diversify their news coverage. Join Yusuf for a very interactive fast pace Masterclass. <u>Speaker:</u> Yusuf Omar , #Hashtag Our Stories Founder, UK www.facebook.com/HashtagOurStories @YusufOmarSA

10:30–12:00	<p><u>Master-class #2</u></p> <p>WORKING AND REPORTING IN CONFLICT ZONES These days the nature of wars has changed – conventional armies are often replaced by armed groups affiliated with certain religious, ethnic or political causes. Shahida Tulaganova, an experienced war reporter, will share her first-hand knowledge of working with both regular armies and armed groups, the reality of war reporting, the physical dangers and the psychological trauma of working in the field.</p> <p><u>Speaker:</u> Shahida Tulaganova, defence correspondent, producer, filmmaker, <i>UK</i></p>
12:00–13:30	<p><u>Master-class #3</u></p> <p>THE BAIKONUR EFFECT The dynamic world of space exploration that is changing our view of the planet, the solar system and the universe – and the Baikonur Effect, how Kazakhstan’s Cosmodrome has been at the centre of this change of perception. In this Master-class, Tira Shubart will demonstrate how to cover Space stories and examine the importance of the the future of space exploration and satellite technology for communications and the media industry.</p> <p><u>Speaker:</u> Tira Shubart, Award winning space journalist, member of the Royal Astronomical Society, Ambassador for the Science Museum in London, <i>UK</i></p>
13:30–15:00	<p><u>Master-class #4</u></p> <p>MEDIA ETHICS IN POST TRUTH ERA This Master-class addresses the importance of media ethics in the era of the evolution of information technology. The workshop will focus on the bad effects of slanted news, distortion, hoaxes, and lies that are present in media and increasingly spread thanks to new technology. The methodology of the workshop will be based on media ethics case studies.</p> <p><u>Speakers:</u> Iwona Reichardt, Deputy Editor-in-Chief, “New Eastern Europe”, <i>Poland</i> Bartosz Rydliński, Political Scientist, Aleksander Kwaśniewski “Amicus Europea Foundation” representative, <i>Poland</i></p>
15:00–16:30	<p><u>Master-class #5</u> <i>supported by ERG</i></p> <p>MASS MEDIA IN THE DIGITAL ERA This masterclass examines the most important global trend in the media world: media 'digitalization' and new approaches to creating high-demand content.</p> <p>During the course of the session, the speaker will review the global challenges that modern multimedia journalism is facing, discuss key media consumption trends and examine some advanced media content formats already existing in the digital age.</p> <p>A separate unit of the class is dedicated to the most important practical tools, technologies and professional skills that every journalist should master today, regardless of the type of media service.</p>

	<p><u>Speaker:</u> Viktor Yelisseyev, Founder and CEO of Select Communication Group, <i>Kazakhstan</i></p>
16:30–18:00	<p><u>Master-class #6</u></p> <p>THE FUTURE OF NEWS CNN is the world’s most essential source of mobile and video news. It has built upon its success as a 24-hour TV network, becoming the most dominant digital news platform in the world - CNN is the #1 global news brand, reaching almost 200 million people worldwide every month.</p> <p>Ryan will talk about CNN’s innovative approach to storytelling, the role of a trusted brand in an era of ‘Fake News’, and how CNN is using data to identify and inform niche audiences.</p> <p><u>Speaker:</u> Ryan Smith, Commissioning Editor of CNN Global Projects, <i>UK</i></p>
18:00–19:30	<p><u>Master-class #7</u> <i>supported by UN-Women in Kazakhstan</i></p> <p>GENDER BALANCE IN THE MEDIA The media plays a significant role in perpetuating stereotypes as well as challenging social norms that condone discrimination or violence against women. When journalists and media outlets present a more balanced representation of women and men’s roles in society, new opportunities open up for all. That is why media are influential actors and essential partners to advance the gender equality agenda.</p> <p>This interactive and participatory Master-class on gender balance in the media and gender-sensitive reporting practices will provide media representatives with an opportunity to take a step back and assess their news coverage from a gender perspective.</p> <p><u>Speaker:</u> Gizem Yarbil Gürol, UN Women Communications and Advocacy Specialist for Europe and Central Asia, <i>Turkey</i></p>

DAY TWO
Wednesday, May 23

General Partner



08:00–10:00	<p>Delegate registration</p> <p style="text-align: right;"><i>Ballroom Foyer</i></p>
09:00–09:30	<p>Welcome coffee break</p> <p style="text-align: right;"><i>Ballroom Foyer, Terrace 77</i></p>
10:00–10:30	<p>Forum Opening Ceremony Conference Host – Riz Khan, producer, RizKhan Production, UAE</p> <p style="text-align: right;"><i>Conference Hall</i></p> <p>Welcoming speech by the Minister of Information and Communications of the Republic of Kazakhstan Dauren Abayev</p> <p>Welcoming speech by the Mayor of Almaty city Bauyrzhan Baibek</p> <p>Opening speech by Chairperson of the EAMF Organizing Committee Dariga Nazarbayeva</p>
10:30–12:00	<p><u>Plenary session #1</u></p> <p>EVOLUTION OF INTERNATIONAL RELATIONS: GLOBAL COOLING The Earth’s climate may be changing, but it’s not only the weather. The outlook for political meteorology is also unstable. Against a background of global warming, international relations have been heading in the opposite direction, witness a dramatic cooling off in recent years.</p> <p>Alarming phenomena are emerging from the geopolitical depths: Cold War rhetoric between world leaders, economic and political sanctions, obstructions to diplomacy, restrictions on the media, even challenges in the world of sport, all too often based on one-sided expert opinions. Amidst all this change, what is the place and role of the media?</p> <p><u>Moderator:</u> Riz Khan, producer, RizKhan Production, UAE</p> <p><u>Speakers:</u> Kairat Abdrakhmanov, Minister of Foreign Affairs of the Republic of Kazakhstan Matteo Renzi, former Prime Minister of Italy David Chikvaidze, Head of the Secretariat of the Director-General of the UN Office in Geneva Gary Locke, US Ambassador to China (2011-2014), USA Simon McGee, UK Foreign Office Press Secretary (2015-2018), Executive Director in APCO’s Global Solutions practice, UK Ahmed bin Mohammed Al-Jarwan, Member of Federal National Council of the UAE, President of the Global Council for Tolerance and Peace, UAE</p> <p style="text-align: right;"><i>Conference hall</i></p>

12:00–13:30	<p><u>Panel session #2</u></p> <p>EVOLUTION OF THE EUROPEAN UNION: CURRENT CHALLENGES AND FUTURE PROSPECTS</p> <p>The EU is largely viewed as a cornerstone of European stability and prosperity. Currently, however, the EU faces a range of political and economic pressures, including Brexit, ongoing refugee flows, the Greek debt crisis and lingering concerns about the Eurozone, a heightened terrorism threat and a resurgent Russia. Amid these difficult issues, the future shape and character of the union are being increasingly deliberated. Supporters of the European project worry that for the first time in its 60-year history; some aspects of integration could be stopped or reversed. Others contend that there is a chance that the multiple crises currently facing the EU could produce some beneficial EU reforms, encourage further political and economic integration, and ultimately transform the bloc into a more effective and cohesive entity.</p> <p>How are these problems reflected and evaluated in the media space? Will the EU ultimately progress or regress?</p> <p><u>Moderator:</u> Gavin Hewitt, former BBC Chief Correspondent and Europe Editor, <i>UK</i></p> <p><u>Speakers:</u> Deborah Bergamini, journalist, politician, Member of Parliament, <i>Italy</i> Jerzy Wenderlich, Deputy Chair of Democratic Left Alliance Political Party (SLD), <i>Poland</i> Renaud Girard, journalist, Le Figaro, <i>France</i> Sam Wilkin, Senior advisor to Oxford Economics and Oxford Analytica, <i>UK</i> Eli Hadzhieva, Consultant, EU affairs, Media and Strategic Communications, <i>Belgium</i></p> <p style="text-align: right;"><i>Conference hall</i></p>
13:30–14:30	<p>Lunch for delegates and speakers of the Forum</p> <p style="text-align: right;"><i>Terrace 77, LT Bar & Grill</i></p>
14:30–16:00	<p><u>Panel session #3</u></p> <p>EVOLUTION OF INFORMATION TECHNOLOGY: FROM FACTS TO FAKE NEWS. SHOULD WE BE WORRIED?</p> <p>Slanted news, distortion, hoaxes, even lies are not new in the history of media. There have always been attempts by vested interests – political, commercial, religious – to influence public opinion. Sometimes small-scale, sometimes bigger, but never on today’s scale. Why? The answer must be new technology.</p> <p>On the production side, sophisticated computer editing of text and video makes it much easier than in the past to fabricate fake news. In turn, dissemination of the fakes is facilitated by the worldwide growth of social media. On the surface, this may simply be entertaining or titillating. At a deeper level, the techniques can be used for more sinister purposes of control and manipulation.</p> <p><u>Moderator:</u> Sophie Shevardnadze, journalist, TV presenter, RT, <i>Russia</i></p>

	<p><u>Speakers:</u> Harlem Désir, OSCE Representative on Freedom of the Media Roger Fisk, political strategist, principal of New Day Strategy, <i>USA</i> Andrey Buzarov, legal counsel, human rights activist, journalist, political scientist, <i>Ukraine</i> Kateryna Serhatskova, journalist, TV Host, CEO of Zaborona.com, <i>Ukraine</i> Yusuf Omar, #Hashtag Our Stories Founder, <i>UK</i> Adil Jalilov, head of Factcheck.kz project, <i>Kazakhstan</i></p> <p style="text-align: right;"><i>Conference hall</i></p>
16:00–16:30	<p>Coffee break</p> <p style="text-align: right;"><i>Ballroom Foyer, Terrace 77</i></p>
16:30–18:00	<p><u>Panel session #4</u></p> <p>EVOLUTION OF TRUST IN SOCIETY: HOW TO MANAGE PUBLIC CONFIDENCE IN THE MODERN WORLD?</p> <p>The annual Edelman Trust Barometer records that public trust is in crisis around the world. The general population’s trust in all four key institutions — government, business, the media and non-governmental organizations (NGOs) — has declined to record low levels in the past year. “Who or what do we trust?” The question divides public opinion everywhere.</p> <p>The next question is even more difficult: “How to re-build public confidence in the institutions that govern or influence people’s lives?” One source of anxiety is artificial intelligence and the invasion of robotic technologies in our daily lives. Another is misinformation– “fake news.” People fear they are being replaced or manipulated. These fears contribute to a lack of confidence. They breed distrust of the authorities, big business and the media. What are the answers? Can economic well-being affect the level of public confidence?</p> <p><u>Moderator:</u> Andres Ives, writer, journalist, <i>South Africa</i></p> <p><u>Speakers:</u> Khatia Dekanoidze, Georgian and Ukrainian politician, Director of the Police Academy of the Ministry of Internal Affairs of Georgia (2007-2012), Chief of the National Police of Ukraine (2015—2016) Emmanuel Dupuy, President of Institut Prospective et Sécurité en Europe (IPSE), <i>France</i> Lord Michael Dobbs, Author, politician, member of the House of Lords, <i>UK</i> Clark Plexico, president of International Strategies Inc., <i>USA</i> Saule Mektepbayeva, human rights activist, author and Government Relations expert, <i>Kazakhstan</i></p> <p style="text-align: right;"><i>Conference hall</i></p>
19:00–23:00	<p>WELCOME RECEPTION FOR DELEGATES AND SPEAKERS</p> <p style="text-align: right;"><i>Kazakh State Academic Theatre of Opera and Ballet named after Abay</i></p>

DAY THREE
Thursday, May 24

10:00–11:30	<p><u>Panel session #5</u></p> <p>EVOLUTION OF THE ENVIRONMENT: IMMINENT DISASTER OR TRANSITION TO GREEN ECONOMY?</p> <p>The television weather report usually came after the world and local news, but now it is more likely to make the headlines. Extreme weather – from earthquakes to hurricanes and tsunamis – is a global preoccupation. The link with climate change and its causes is complex. Scientific predictions can be uncertain.</p> <p>Against these changes, the transition from fossil fuels to ‘greener’ processes acquires huge importance in debates about the future of our planet. How well are governments handling the task of keeping the public informed about progress and options? How efficient are the media, old and new, in responding to people’s questions and concerns?</p> <p><u>Moderator:</u> Christopher de Vere Walker, authority on the power sectors within the Commonwealth of Independent States (CIS), Senior Director, IHS Markit, <i>UK</i></p> <p><u>Speakers:</u> Thierry Mariani, former Member of National Assembly, former Minister of Transport, <i>France</i> Mohan Munasinghe, Vice Chairman of the Intergovernmental Panel on Climate Change, Nobel Peace Prize laureate, <i>Sri Lanka</i> Almat Kabykenov, director of the department of regional green projects, International Green Technologies and Investments Center, <i>Kazakhstan</i> Devinder Sharma, Award winning journalist, Environment and Green Economy Analyst, Bhoomi College, <i>India</i> Ivan Blokov, Greenpeace Russia Expertise and Program Director, <i>Russia</i></p> <p style="text-align: right;"><i>Conference hall</i></p>
11:30–12:00	<p>Coffee break</p> <p style="text-align: right;"><i>Ballroom Foyer, Terrace 77</i></p>
12:00–13:30	<p><u>Panel session #6</u></p> <p>EVOLUTION OF THE MASS MEDIA: THE RISE OF THE BLOGGER – THREAT OR PROGRESS?</p> <p>Are traditional journalists, with professional qualifications and special training, an endangered species? Does the future of public information belong to anyone with a talent for communication? Will bloggers and social media dominate public opinion? How are the old media – and governments – reacting?</p> <p>Given the new technology of the Zuckerberg era, the world is experiencing an unprecedented growth in new sources of information and opinion. New voices, apparently spontaneous and independent, are fighting for attention against the established press and broadcast channels. A greater choice of news and views sounds positive – but much of it is unverified. Is this bad? Does it matter?</p> <p><u>Moderator:</u> Maxim Shevchenko, journalist, public figure, <i>Russia</i></p>

	<p><u>Speakers:</u> Harlem Désir, OSCE Representative on Freedom of the Media, <i>Austria</i> Noreen Jameel, Head of Foreign Operation for Vice News Tonight on HBO, <i>UK</i> Alexey Osipov, resident correspondent in the United States, Komsomolskaya Pravda, <i>Russia</i> Reham Khan, journalist, writer, social activist and producer, <i>UK-Pakistan</i> Zaure Rozmat, founder, The Steppe, <i>Kazakhstan</i> Bexultan Kazybek, leader of Jokeasses media project, <i>Kazakhstan</i></p> <p style="text-align: right;"><i>Conference hall</i></p>
13:30–14:30	<p>Lunch for delegates and speakers of the Forum</p> <p style="text-align: right;"><i>Terrace 77, LT Bar & Grill</i></p>
14:30–16:00	<p><u>Panel session #7</u></p> <p>Evolution of Morality: Where do we find our new values? Successive sexual revolutions, from 20th century ‘free love’ to 21st century same-sex marriage, have marked the evolution of public morality. There has been a shift in values and prohibitions. Sex has become simpler, promiscuity more prevalent. What seemed too bold for earlier generations is often acceptable by today’s standards – except in aspects of personal behavior.</p> <p>In the public arena, we are witnessing the unintended consequences of this evolution, in politics and show business, the media and the law. Allegations of sexual misbehavior – child abuse and the Harvey Weinstein scandal – are testing the limits of tolerance, justice and gender relations. Where can we turn for guidance in recalibrating our moral values?</p> <p><u>Moderator:</u> Vladimir Rerikh, journalist, producer, <i>Germany-Kazakhstan</i></p> <p><u>Speakers:</u> Elaine M. Conkievich, UN-Women Representative to Kazakhstan, <i>USA</i> Ksenia Sobchak, politician, TV anchor, journalist, public figure, <i>Russia</i> Evgeny Afineevsky, producer, film director, “Oscar-2016” nominee, <i>USA</i> Mary Ann Sieghart, journalist, broadcaster, writer, Chair of the Social Market Foundation think tank, <i>UK</i> Santosh Shah, President of Today’s Youth Asia, Anchor & Producer for Power Talks, <i>Nepal</i> Sophia Hage, co-founder and Campaign Director of Lentera Sintas Indonesia, board member of the South East Asia Leadership Academy Network, <i>Indonesia</i></p> <p style="text-align: right;"><i>Conference hall</i></p>
16:00- 16:30	<p>Closing remarks by the Chairman of the EAMF Organizing Committee Dariga Nazarbayeva</p>
16:30- 16:45	<p><u>Commemorative photograph session</u></p>
19:00 – 22:00	<p>CLOSING RECEPTION FOR DELEGATES AND SPEAKERS</p>