

PRESS RELEASE

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Astana

The 14th Eurasian Media Forum has started today in Astana from the series of theme-specific workshops by international experts.

The first day of the Forum was opened by David Applefield, a special representative of the Financial Times with a workshop: "How creative thinking nurtures content and commerce. Advantages of original thinking and its influence on the media".

The speaker noted that Kazakhstan has got room to develop in the media space, both in terms of content, and creative delivery of it. In general, the competition in the market is not about competing for big-selling news, but about the unlimited possibilities for searching new topics that are interesting for a reader every day".

The next speaker was Giles Kenninham, the founder of Trafalgar Strategies, former head of Press of the Office of the Prime Minister of the United Kingdom, who spoke about the mechanisms for a successful media campaign. This year, the Labor Party led an active campaign in social media aimed at young people. Conservatives underestimated this tool and paid a high price", the speaker said in relation to the voting race for the UK parliamentary elections.

The following experts will take a floor with their reports during the day:

Todd Baer, Bloomberg's international director with the theme: "**Business news and news business. How do the media make money? "with practical advice.**

Shelby Coffey III, Deputy Chairman of the Museum of Journalism and News "Newseum", former vice-president of the Los Angeles Times, USA, with a lecture: "**Five centuries of the news history**".

Toby Bochan, Head of Video at internet agency Storyful, US

Versha Sharma, managing editor and senior correspondent of the Internet portal "Now This", USA: "**Fact-checking in the digital era**"

Tomorrow the 14th Eurasian Media Forum is opening officially at the Congress Center of the EXPO. The headliners of the 14th Eurasian Media Forum include former Turkish President Abdullah Gul, Jose Manuel Barroso, Parag Khanna, Tyler Smith, Bill Richardson, Nobel Peace Prize Laureate Rajendra Pachauri, Gerd Leonard, outrageous Gianluca Vacchi, Leonid Slutsky, Minister of Information and Communications Dauren Abayev, head of the Astana International Financial Center Kairat Kelimbetov, Foreign Minister of Kazakhstan Kairat Abdrakhmanov, Sofiko Shevardnadze, Mikhail Gusman, Gilead Sher, Alexei Pivovarov and many others.

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