



with local partners



Media, Marketing, Business and New Media

Tirana, 4-6 November 2009


Wednesday, 4 November 2009

From 10:00	Registration in Hotel Sheraton - SEEMF registration desk	
15.45	For participants in hotel Rogner or hotel Theranda meeting in the lobby	
15.50	Start from hotel Rogner or hotel Theranda Arriving of participants in hotel Sheraton	
16:00 – 17:00	Welcome drink	
17:00 – 18:15	Welcome and Opening Remarks	
17:00 – 17.30	Oliver Vujovic <i>Opening</i>	Secretary General, South East Europe Media Organisation (SEEMO), Vienna
	Srgjan Kerim <i>Introduction</i>	Special advisor for political affairs of the Management of the WAZ Media Group and General Manager of Mediaprint Macedonia, Skopje

	Dirk Förger <i>Keynote Speaker</i>	Director of the Media Programme for South East Europe, Konrad Adenauer Stiftung (KAS), Sofia
	Frrok Cupi	SEEMO Albania Chairperson and Director Gazeta <i>Agon</i> , Tirana
17:30 – 17:45	Welcome Speech by the H.E. Bamir Topi, President of Albania	
17:45 - 18:15 Participants	Talk with H.E Bamir Topi , President of Albania Agron Bajrami , Editor-in-Chief, <i>Koha Ditore</i> , Pristina Knut Pries , Head of the Correspondents Office WAZ Media Group, Brussels Sanja Ivacic , Foreign Policy Editor, BETA News Agency, Belgrade Chairperson : Valbona Kurti , Vizion Plus, Tirana	
18.15	Group photo: speakers from opening panel	

18.15.-20:00	Panel I – Digitalization of TV and Future of Public Broadcasting	
<i>Chairperson</i>	Boris Bergant	Former Vice President of EBU (European Broadcasting Union) and Deputy Director RTV Slovenia, Ljubljana
Speakers	Claudio Cappon	Member of the Executive Board, European Broadcasting Union (EBU), former Director General RAI
	Rüdiger Oppers	CEO-Member, WAZ / Vizion +, Essen / Tirana
	Zoltan Rudi	Director for Strategic Planning and Communication, MTV, Hungarian Television, Budapest
	Miha Lamprecht	Head of the Department for International Cooperation of RTV Slovenia, Ljubljana.

	Demetris Pavlides	CTO, Tring TV, Tirana
Discussion: Q & A		

20.00–20.15.	Welcome by. Oliver J. Whittle, CEO of Raiffeisen Bank in Albania , a subsidiary of Raiffeisen International Bank-Holding AG (part of the RZB Group) 
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20.15–22.15.	Reception in Hotel Sheraton for all participants sponsored by Raiffeisen Bank Albania, a subsidiary of Raiffeisen International Bank-Holding AG (Part of RZB Group). 
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Thursday, 5 November 2009

08:50	For participants in hotel Rogner or hotel Theranda meeting in the lobby
09.00	Start from hotel Rogner or hotel Theranda Arriving of participants in hotel Sheraton

09:15 - 09.30	Opening part II day
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09:30 – 11:15	Panel II – Marketing / Public Relations / Media Today: Exploring the Relationship between Press, Advertising and Public Relations.	
<i>Chairperson</i>	Burkhard Nowotny	Media Expert, Sankt Augustin
	Sanja Milakovic Kolundzija	Principal, Executive Group, Belgrade
	Maja Dzelatovic	Marketing and Communications Manager, Holcim, Belgrade
	Sabina Nassner-Nitsch	PR and Communications Manager, GfK, Vienna

	Niklas Proksch	Director Publics Consultants, Berlin
	Miroljub Radojkovic	Professor, Department of Journalism, University of Belgrade, Belgrade
Discussion: Q & A		

11:15 – 11:45	Coffee Break
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11.45-13:30	Panel III – Blue Skies or Dark Clouds: the long term Future of the Media - Media Business and the International Economic Crisis	
<i>Chairperson</i>	Mitja Mersol	Former Editor-in-Chief, <i>Delo</i> , Ljubljana
Speakers	Vuslat Dogan Sabanci	Member of CEO, Dogan Group, Istanbul
	Verena Wiedemann	Secretary General of ARD; Berlin
	György Szabó	CEO of Sanoma, Budapest and Cluster CEO Central Europe, Budapest
	Marko Milosavljevic	Professor, University of Ljubljana, Ljubljana
Discussion: Q & A		

13:30 – 14:30	Working lunch
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14:30 – 16:00	Panel IV – Media and Business – Economic Independence--A platform for press freedom?	
<i>Chairperson</i>	Peter Preston	Director, Guardian Foundation, London
Speakers	Marina Constantinou,	Editor-in-Chief, <i>Jurnalul National</i> , Bucharest
	Pavol Mudry	Founder and Member of the Board, SITA news agency, Bratislava

	Radomir Licina	Senior Editor, <i>Danas</i> , Belgrade
	Goran Mihajlovski	Editor-in-Chief, <i>Vest</i> , Skopje
Discussion: Q & A		

16.00 – 16:30	Coffee Break
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16.30 – 18:00	Panel V – New Media and Web Newsrooms - How to to Write for the Web- Real-Time Web – Blogger and Twitter for Journalists- Mobile phones, Internet and Media	
<i>Chairperson:</i>	<i>Katharina Borchert</i>	WAZ Media Group Germany, Essen
Speakers	David Kurzt	Talking Points Memo.com, Washington
	Petar Pavic	EPH publishing group, Zagreb
	Milorad Ivanovic	Deputy Editor-in-Chief, <i>Blic</i> , Belgrade
	Roman Gallo	PPF Media Strategies Czech Republic, Prague
	George Koulogiannis	CEO, Tring Communications (internet/telephony), Tirana
Discussion: Q & A		

18:00 – 18:45	Closing Discussion + Presentation of the WAZ IFJ Award	
Presentation of the WAZ IFJ Award 2009	Jim Boumelha	President of the IFJ, Brussels
	Knut Pries	WAZ Media Group
Speakers	Remzi Lani	SEEMO Albania Advisor and Director, Albanian Media Institute, Tirana
	Agim Nesho	CEO Vision +, Tirana

	Dirk Förger	Director of the Media Programme for South East Europe, Konrad Adenauer Stiftung (KAS), Sofia
	Srgjan Kerim	Special advisor for political affairs of the Management of the WAZ Media Group and General Manager of Mediaprint Macedonia, Skopje
	Oliver Vujovic	SEEMO Secretary General

20:45	Walk with hostess from hotel to the Farewell Dinner
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21:00	Farewell Dinner in Juvenilja Castello, Tirana, (www.juvenilja.com). Final words by: Elisa Jakupi-Bryant , General Director's Executive Assistant , Edilal, Tirana, and Albanian Media Insitute Organisation Team , Tirana
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Friday, 6 November 2007

Meetings / Regional Meetings

Departure of participants