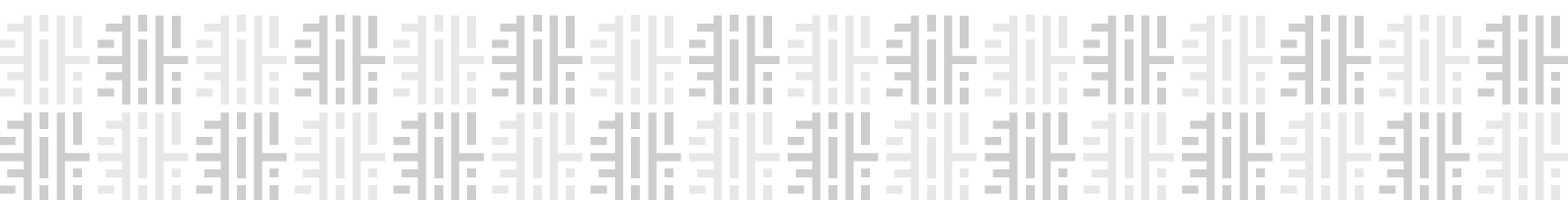





"New Media in the Era of the 4th Industrial Revolution"

Shusha, Azerbaijan

AGENDA






1st day:
July 21, 2023

15:30

Keynote address and the meeting of the President of the Republic of Azerbaijan H.E. Mr. Ilham Aliyev with the participants of the Shusha Global Media Forum



2nd day:
July 22, 2023

10:00-11:00

Opening ceremony:

Hikmat Hajiyev
Assistant to the President of the Republic of Azerbaijan-
Head of the Department of Foreign Policy Affairs of the
Presidential Administration of the Republic of Azerbaijan

11:00-11:30

Tea and coffee break

11:30-12:45

*Session 1. The Future of Media: Journalism in the Digital Age,
New Tools and the Role of Media in Communication*

Panel discussion topic:
The future of media: The next steps for traditional media,
with a focus on digital transformation

Moderator: Maria Ramos
International news presenter, journalist

Speakers: Oliver McTernan
Co-Founder and Director, Forward Thinking

Dana Wolfe
Canadian-American journalist, TV, documentary,
podcast and debate producer

Azer Khalilov
CEO, "Azad Azerbaijan" TV & Radio Company

Prof. Paolo Liebl von Schirach
President, Global Policy Institute (GPI);
Professor, Political Science and International Relations,
Bay Atlantic University, Washington D.C

13:00-14:15

Lunch

14:30-15:45

Session 2: Investment and Consumption Trends in Media

Panel discussion topic:

Media management and the creation of sustainable business models in the modern information environment

Moderator: Jaffar Hasnain

News presenter, correspondent

Speakers: Klaus Jürgens

Director, Economyfirst Limited London

Mikhail Gusman

First Deputy Director General, Russian News Agency TASS

Bora Bayraktar

Journalist, media manager, academic

Dr. Neven Cvetićanin

Founder and President, Forum for strategic studies
and Former Member of Serbian Parliament (MP)

16:00-18:00

Sightseeing in Shusha

19:30

Gala dinner with musical performances



**3rd day:
July 23, 2023**

10:00-11:15

Session 2: Investment and Consumption Trends in Media

Panel discussion topic:

Consumption trends in new media and media literacy,
including methods to counter disinformation and fake news

Moderator: Shafag Mehraliyeva

Director, Communication and Digital Media program,
ADA University

Speakers: Clive Marshall

Chief Executive Officer, PA Media Group

Matthias Lüfkens

Founder and CEO, DigiTips

Oubai Shahbandar

Defense Analyst

Tinatin Berdzenishvili

Director General, Georgian Public Broadcaster

11:15-11:45

Tea and coffee break

11:45-13:00

Session 3: Security Issues

Panel discussion topic:
Safety of journalists

Moderator: Reagan Des Vignes
Presenter, TRT World

Speakers: Prof. Gi Woong Jung
Vice Head, HK+ National Strategies Research
Project Agency;
Vice President, The Korean Political Science Association;
Professor, Hankuk University of Foreign Studies

Nigar Arpadarai
Member of Parliament, Azerbaijan

Claudia-Victoria Nicolae
Director General, AGEPRES - Romanian National
News Agency

Vugar Seyidov
Special Correspondent, AZERTAC News Agency

13:15-14:30

Lunch

14:30-15:00

Closing of the forum