Day 2

Friday, April 21st.

Venue: Solzhenitsyn Museum, Moscow

**10am–11:30am**

**«Vmeste Radio. Central Region »**

Nomination: «Daily news program ».

Moderator: Margarita Bondarenko ( chief editor at Business FM)

Event type: Discussion/ feedback session

Status: In Competition.

Loc: 501

**«UniverCity».**

**Nomination:** «Best photograpic project ».

Jury: Konstantin Leifer ( Photo–information department director at TASS)

Event type: Discussion/ feedback session

Status: In Competition.

Loc: TASS headquarters

**11:45am–12:45pm**

**«How to get exclusive commentaries during a LIVE show »**

Trainer: Elena Martchukova (guest producer at Business FM)

Event type: Interactive session

Loc 139

**«Economic development of major Russian: media considerations.»**

Speaker Natalia Zubarevitch (Professor of Georgaphy at Moscow State University)

Event type: Lecture

Loc 401

**«Mass media and journalism in digital world: 21st Century trends»**

Speaker: Elena Vartanova ( Dean of Journalism Faculty at Moscow State University)

Event type: Lecture/Q&A

Loc 501

**1pm–2:30pm**

**«Dialogue and interview: common traits and challenges».**

Speaker: Marina Novikova–Grund (Psycholinguist)

Event type: Workshop

Loc 139

**Aleksander Pushnoi. Q&A**

Event type: Special Presentation

Loc 401

**«Current trends of the european radio market»**

Speaker: Dmitry Strugalsky, expert at Korporatsiya Radio

**«Efficiency of Radio as an advertising medium »**

Speakers: Yulia Nikolaeva, head of the radio research unit at Mediascope

**«FM in Russia: remembering the future».**

Speaker: Ekaterina Eroshkina, head od the marketing department, EMG.

**Trends in TV technologies ahead of the NAB2017 exhibit.**

Speaker: Alexander Shirokikh, Gen.Director of NAT

Moderator: Olga Ermolaeva, Director of NP Mediakomitet

Event type: Special Event. Management Conference. Panel.

Loc 501

**«Discussing trends and sport's journalism formats with Chempionat.com»**

Speaker: Maya Kozlovtseva, editor of Lifestyle-Championat

Event type: Presentation

Loc 409

3:15pm-4:15pm

**«Researching stories: Lifehacks »**

Speaker: Natalia Shashina Business FM observer.

Event type: Practicum

Loc 139

Trends on the local and world market. Manual for broadcasters.

Nikolay Grakhov, President of EKOR

Moderator: Olga Ermolaeva, Director of NP Mediakomitet.

**«РА NAME: Critical view on the future of Radio Market development».**

Speaker: Svetlana Ermolaeva, Gen.Director of РА NAME

Event type: Special Event. Management Conference. Panel.

Loc 501

**«UniverCity ».**

Nomination: Best analytical program (multimedia).

Jury: Maksim Polyakov, Deputy Chief Editor of 7x7 online magazine.

Event type: Discussion, feedback session

Status: In Competition

Loc 409

4:15pm-5:30pm

**«Emotional Intelligence»**

Speaker:Anetta Orlova, business coach at Business Speech)

Event type: Workshop

Loc 401

**Part 1.**

**Didgitalization of media channels: Motives and Consequences ,**

Speaker: Alyona Razbirina, Director of Strategic Planning at the Media Direction Group, member of AKAR

**Part 2**

**«Fight! Agility! Marketing and Programming: efficient co-existence and teamwork.**

Speaker: Vladimir Zavertailov, Gen.Director of Sibiriks Studio.

Event type: Special Event. Management Conference. Panel.

Loc 501

**«UnverCity»**

Nomination: Creative – Analytical Program (video).

Moderator: Regina Yurkina, Director of MediaBrand festival

Event type: Discussion, feedback session

Status: In Competition

Loc 139

5:45pm- 6:45pm

**«Territorial Marketing. Role of Media: presentation of successful cases.»**

Speakers: Aleksey Sinelnikov, Editor in Chief of Moy rayon,

Roman Bagrov, Odintsovo Information Agency.

Moderator: Elena Shitikova, Editors' Guild.

Loc 139

**«Copyrights: Limits and Policies of use of soundtracks for radio broadcasters»**

Speakers: Eric Vlades-Martinez, Councelor to the Gen.Director of RAO

Moderator: Andrey Kashin Media Lawyer.

Loc 401

**«UniverCity»**

Nomination: Best Analytical program (audio).

Jury: Alexander Glukhodedov, Deputy Director of News Service at Izvestiya Newspaper.

Event type: Discussion, feedback session

Status: In Competition

Loc 139

6:45pm-7:45pm

**Presentation of HR project Antirabstvo**

Yulia Semyonova , project manager at Antirabstvo

Event type: Workshop, presentation, practicum

Loc 401

**«How to build a synthetic company: Fm+Digital: principles, advantages and typical cases»**

Speaker: Vyatcheslav Cherepakhin, President of Premiya Media Group

Event type: Interactive lecture, Q&A

Loc 501

**«UniverCity»**

Nomination: Best Creative writing program (audio)

Jury: Gennadi Syrkov Radio Rossiya Correspondent, Senior Professor at Moscow State University

Event type: Discussion, feedback session

Status: In Competition

Loc 139

8pm- Award Ceremony: Central region.