Day 3

Saturday, April 22

Venue: Solzhenitsyn Museum, Moscow

9am -10am **Business breakfast with Ilya Varlamov**

Event type: Special Event.

Loc Cafe area, 4th floor

**10am –11am**

**«How to handle Emergencies and environmental catastrophies»**

Speaker: Irina Litvak,

Event type: Workshop

Loc: 409

**«Successful techniques and tendencies on small and midsized markets.»**

Speaker» Vyatcheslav Tcherepakhin

Event type: Lecture/ Practikum

Loc: 501

**«UniverCity»**

Nomination: Best problem–analytics program( video)

Jury: Vladimir Mukusev ( journalist), Nikolai Pivnenko ( Radio Host)

Event type: Discussion, feedback session.

Status: In Competition

Loc 139

**11am–12:30pm**

“1917”– Hundred years of journalistic history.

Special presentation.

Part 1. 1917-**2017 Parallels and interceptions. Theory**

Speaker: Sergei Davydoв, Vice Chair of Media and Communications Department of Higher School of Economics

Event Type: Lecture&Presentation

Loc 401

Part 2**. Hundred years. History in Interactive diaries and images.**

Speaker: Galina Papernaya, editor of interactive project “1917– free history.”

Event type: Practicum

Loc 401

**«Future of regional media holdings: speculations and reflexions »**

Speaker: Roman Pivovarov, co-owner of Adconsult.

Event type: Cross board discussion

Loc 501

**«Survival Kit for radio hosts!»**

Speaker:Yury Fedorov, Program Director at Radio 7.

Event type: Open session. Q&A.

Loc 139

12:45pm–1:30pm

**«Poets of 1916»**

Speaker: Vladimir Averin, Vesti FM

Event type: Presentation

Loc : 401

**«Rise and Fall of Media Brands. Path to Success»**

Speaker: Pavel Boreyko. Head of Maketing Department and Communications at “Tsifrovoye televideniye”

Event type: Workshop

Loc 501

**«Universal Journalist: Future or Utopia »**

Speakers: Tatiana Vladimirova, Anastasia Fefelkina, Moscow State Pedagogical University.

Event type: Lecture

Loc 139

1:30pm–3pm

**«How to write and talk about theatre today, when theatre became an all–around concept linked to art»**

Speaker: Grigoriy Zaslavskiy, theatre critic and Dean of GITIS (State Theatre Institute)

Event type: Special Event. Lectore and Debate.

Loc 401

**«How to manage and control company's digital strategy. Manual for top–managers»**

Speaker: Anastasia Lobada (Asssociate Director on Digitak Strategy of «Kommersant Media»

Event type: Presentation &Discussion

Loc 501

**UniverCity**

Nomination: Best Creative Nonfiction ( multimedia)

Jury: Pavel Boreyko, Head of Maketing Department and Communications at “Tsifrovoye televideniye” and Daria Yarygina, multimedia producer.

Event type: Discussion, feedback session.

Status: In Competition

Loc 139

3:45pm-4:45pm

**«**[**St. Isaac Cathedral**](http://www.multitran.ru/c/m.exe?t=4279315_1_2&s1=%C8%F1%E0%E0%EA%E8%E5%E2%F1%EA%E8%E9%20%F1%EE%E1%EE%F0)**: finding tone to peace”**

Speakers: Anna Danilova,chief editor of «Pravoslavie i Mir» (Orthodox Christianity and the World) Magazine.

Konstantin von Eggert, Political Analyst at Kommersant FM and TV RAIN.

Event type: Round table discussion,

Loc 401

**«Online media traffic structure and components: sources, trends, controversies»**

Speaker: Anna Ivanova Gen.Director of SMI 2

Event type: Media analytics speach. Presentation

Loc 501

**«Particular aspects of music radio show hosting on a morning and night timeslot».**

Speaker: Elena Abitaeva, radio show host at Evropa Plus.

Event type: Workshop

Loc 139

5pm-6pm

**«Journalism Ethics»**

Speakers: Konstantin von Eggert, Political Analyst and Observer at Kommersant FM and TV RAIN.

Anatoli Kuzichev, Pervyj Kannal, ( Channel 1)

Andrew Roth, The Washington Post

Event type: Panel Discussion

Loc 401

**«Internet Radio vs FM: New trends and possibilities for broadcasters and listeners ».**

Speaker: Valentine Malyugov Start-up ideaologist, Khorosheye FM, Best FM

Event type: Presentation

Loc 501

**«UniverCity**

Nomination: Special Project «Night City Magic»

Jury: Alexander Glukhodedov , Izvestiya

Irina Litvak PR manager at the Khabarovsk Regional Municipality.

Event type: Discussion, feedback session.

Status: In Competition

Loc 139

**Special Event: Get hired in the media industry.**

Job placement agency Vakansii Dlya Khoroshix Lyudej, sets up individual booths and organizes job interview sessions with key media service providers: radios, TV stations, online media portals, followed by a feedback session at 7pm

Loc: Foyer 4th floor.

6:15pm–7pm

**«Transition from a music show to a talk–show format: Adaptability»**

Speakers: Vakhtang Makharadze & Pavel Kartaev Uralskie Samotsvety Duo, Radio Mayak

Event type: Q&A

Loc: 501

**«UniverCity**

Nomination: Best reporter

Jury: Ramil Gataullin , TV Tsentr

Event type: Discussion, feedback session.

Status: In Competition

Loc 139

7:15pm-8:15pm

**«Maugli Effect: Anti-Gender».**

Speaker: Tatiana Arkharova,founder and leader of Women and Tech project.

Event type: Discussion Lab

Loc: 501

**«Radio Book and World Wide Radio Network»**

Event type: Presentations

Loc 401

**«React, trust, propose: New trends in telemarketing».**

Speaker: Yulia Konovalova

Event type: Workshop

Loc 139

8:30pm **UniverCity Award Ceremony**

Loc Main Hall