

# #ABUdigital

## AGENDA

### DAY 1 (26 MAY)

14:45 VIRTUAL ARRIVAL

15:00 WELCOME TO THE #ABUdigital2021  
**Nini Marini**, Host

15:05 OPENING WORDS  
**Javad Mottaghi**, Secretary General, ABU

#### 15:10 TRACK 1: DIGITAL EXPERIENCES AND PRODUCTS

**KEYNOTE: Mark Adams**, SVP & Head of Innovation, VICE

**Hiroto Nakajima**, Chief Scientist, NIKKEI Inc.  
**Ben Napier**, APAC Sports, Media & Entertainment Partnerships, Google  
**Vikas Pandey**, India Editor, BBC News website

16:30 SHORT BREAK

**Melinda Ma**, Program Manager, Microsoft  
**Gareth Hickey**, Co-founder & CEO, Noa  
**Yasir Khan**, Editor in Chief – Digital Platforms, Euronews

#### 17:50 TRACK 2: DIGITAL AUDIENCES 1/2

**KEYNOTE: Múirne Laffan**, Chief Growth Officer, musiq.ai

**Laura Gibson**, Head of Social, Cheil UK

18:30 END OF DAY 1

### DAY 2 (27 MAY)

14:15 VIRTUAL ARRIVAL

14:30 **SPECIAL GUEST SPEAKER**  
**Samaira Mehta**, Youth Tech Entrepreneur / Founder & CEO, CoderBunnyz

#### 15:00 TRACK 2: DIGITAL AUDIENCES 2/2

**Haris Ališić**, Head of Audience Development & Engagement, AJ+  
**Tuğba Çınarlı**, Head of Content Development, TRT  
**Matt Navarra**, Social Media Consultant & Industry Commentator

#### 16:00 TRACK 3: DIGITAL STRATEGIES

**KEYNOTE: Bethan Jinkinson**, Executive Editor, BBC Ideas

16:20 SHORT BREAK

**Takeaki Yoda**, Senior Manager, Digital Center, NHK  
**Rishad Patel**, Co-founder, Splice Media  
**Paul Quigley**, Co-founder & CEO, NewsWhip  
**Riyad Minty**, Director of Digital, TRT

**CLOSING KEYNOTE: Ma Jing**, Vice President, CGTN

18:30 END OF EVENT