

#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

Tuğba Çınarli, Head of Content Development, TRT
Matt Navarra, Social Media Consultant & Industry Commentator

15:40 TRACK 3: DIGITAL STRATEGIES

KEYNOTE: Bethan Jinkinson, Executive Editor, BBC Ideas

16:00 SHORT BREAK

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

CLOSING KEYNOTE: Ma Jing, Vice President, CGTN

18:00 END OF EVENT