

#ABUdigital

DAY 1 - 17 JUNE

DIGITAL FORUM PART 1 / WORKSHOPS

08:30 ARRIVAL, REGISTRATION AND COFFEE

09:00 DIGITAL EXPERTS' FORUM – PART 1

TRACK 1: DIGITAL EXPERIENCES AND PRODUCTS

This track spotlights compelling and ground-breaking digital experiences and innovative products that media companies are producing across devices and platforms to cater to content-hungry crowds.

12:00 LUNCH BREAK

14:00 WORKSHOPS

17:00 END OF DAY 1

DAY 2 - 18 JUNE

WORKSHOPS / DIGITAL FORUM PART 2

08:30 ARRIVAL AND COFFEE

09:00 WORKSHOPS

12:00 LUNCH BREAK

13:30 DIGITAL EXPERTS' FORUM – PART 2

TRACK 2: DIGITAL AUDIENCES

This track explores how to engage hard-to-reach digital-native audiences and how media companies can stay relevant in a digital world where audiences have greater choice and control than ever before.

TRACK 3: DIGITAL STRATEGIES

This track focuses on key strategies employed by media companies to re-invent their content strategies and re-define the business and distribution models that are adaptive to the constantly evolving digital eco-system.

18:00 END OF THE EVENT

DAY 3 - 19 JUNE

ABU NEW MEDIA TASK GROUP MEETING

10:00 ABU NEW MEDIA TASK GROUP MEETING

(For New Media Task Group Members and by invitation ONLY)