

# AGENDA

## DAY 1 (26 MAY)

14:45 VIRTUAL ARRIVAL

15:00 WELCOME TO THE #ABUdigital2021

15:00 OPENING WORDS FROM ABU SECRETARY GENERAL

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

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

16:20 SHORT BREAK

### 16:40 TRACK 2: DIGITAL AUDIENCES 1/2

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

17:30 END OF DAY 1

## DAY 2 (27 MAY)

14:45 VIRTUAL ARRIVAL & WELCOME

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

We continue from where we left off on Day 1 featuring more expert talks on how to produce and market content to digital-native audiences.

16:00 SHORT BREAK

### 16:20 TRACK 3: DIGITAL STRATEGIES

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

### 17:00 CLOSING KEYNOTE

17:30 END OF THE EVENT