



PRE-SUMMIT EVENTS



AIBD Workshop on Media and Elections, 3 – 5 May 2014

Participants in this workshop will work with the resource person to develop strategies that will empower their organisations to make a mark in the coverage of elections. A special emphasis will be laid on methods to assimilate inputs from social media and disseminate the outputs of broadcasting organisations through online media. The participants will also examine various aspects of the critical role of media in elections and promoting democratic values.



AIBD/EUROVISION ACADEMY/CCTV Master Class: Social Media and TV Programmes, 4 -5 May 2014

EBU and EUROVISION ACADEMY will collaborate with AIBD and China Central Television (CCTV) to present their Master Class, an internationally recognized primary training format, on "Social Media and TV Programmes". The Master Class will focus on the relationship between broadcasting and social media. Beyond the social media tools themselves, this Master Class will also consider what it means to be truly social with your audience. What should broadcasters do on and offline to build a meaningful social relationship with the audience.



AIBD/UNESCO/Rotana Workshop on Media Ethics in the Age of Social Media, 5 May 2014

Media ethics in the age of social media will be particularly relevant in the Middle Eastern context given the occurrence of recent momentous events in that part of the world. The workshop will deal with a range of topical issues of practical importance to broadcasters

and other media professionals, including how awareness of ethical norms can help to promote responsibility, professionalism and accountability, and to avoid the risks of gravely offensive or other harmful output within a journalistic context, especially in the age of social media. The panel discussion included in the workshop programme will focus on the role of self-regulation and co-regulation and discuss the ethical dilemmas and the role new co/self-regulatory mechanisms have played in countries which have been undergoing transition, including in the Arab region, where events have been brought into sharp focus through the use of social media in an unprecedented way.



AIBD/ASBU Symposium on Public Service Broadcasting, 5 May 2014

The one day pre-summit on AIBD /ASBU Symposium on Public Service Broadcasting will provide a sound platform for professional dialogue among media practitioners, experts in PSB and partners from Asia and Arab countries to discuss the emerging factors and the best approaches to the future of public service broadcasting in the Arab world. The deliberations will focus on the profound changes in the Arab countries due to the emergence of a large number of broadcast media channels, technological proliferation, media convergence and the daunting changes that have significantly affected the media environment paving the way for developing the concept and establishing a Public Service Broadcasting system in the Arab region.