



ABU New Media Workshop

23-25 January 2018, VE Hotel, Kuala Lumpur, Malaysia

TUESDAY

23 January 2018

08:30 REGISTRATION & COFFEE

09:00 OPENING, INTRODUCTIONS AND OBJECTIVES
Hamdhoon Rashad, New Media Project Manager, ABU

09:15 Tour de Table

09:30 - 11:45 CINDERELLA 2.0: EVOLVING NARRATIVES IN THE DIGITAL SPACE

Keiko Bang, CEO & Founder, Bang Productions

11:45 Group Photo

12:00 – 13:00 Lunch break

13:00 – 15:30 DISRUPTIVE INNOVATION IN MEDIA: A CONTENT SHOWCASE

Keiko Bang, CEO & Founder, Bang Productions

15:30 – 16:00 Coffee break

16:00 – 17:00 BRAINSTORMING EXERCISE

17:00 KEY LEARNINGS

End of Day 1

WEDNESDAY

24 January 2018

09:00 RECAP OF DAY 1 & QUESTIONS

09:30 - 12:00: HOW VIRTUAL REALITY IS RESHAPING STORYTELLING

Eduard Chizhikov, Head of RT360, Russia Today TV

12:00 – 13:00 Lunch break

13:00 – 15:30 VR 360: THE ULTIMATE STORYTELLING PLATFORM

Eduard Chizhikov, Head of RT360, Russia Today TV

15:30 – 16:00 Coffee break

16:00 – 17:00 KEY LEARNINGS

End of Day 2

THURSDAY

25 January 2018

09:00 RECAP OF DAY 2 & QUESTIONS

09:30 – 10:00 Coffee break

10:00 - 12:00 PANEL DISCUSSION: DELIVERING YOUR CONTENT TO DIGITAL NATIVES AND MILLENNIALS

Keiko Bang, CEO & Founder, Bang Productions
Eduard Chizhikov, Head of RT360, Russia Today TV

12:00 – 13:00 Lunch break

13:00 – 14:30 COPYRIGHT ISSUES RELATED TO DIGITAL CONTENT

Seemantani Sharma, Legal & IP Services Officer, ABU

14:30 – 15:30 KEY LEARNINGS & TAKE AWAYS

15:30 – 16:00 Coffee break

16:00 – 17:00 FINAL CONCLUSIONS & WRAP UP

17:00 Certificate Presentation

End of Workshop