

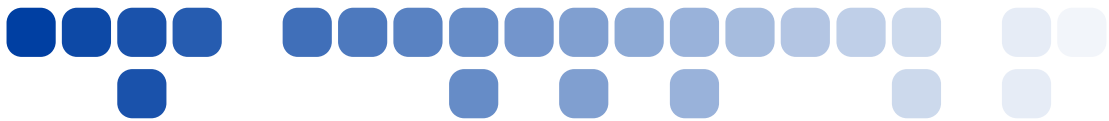
JOURNALISM AND SOCIAL MEDIA

Challenges in a changing region



27th-29th April 2015

Palau Centelles & Palau de Pedralbes



Monday, 27th April

Arrival of participants and check-in at **Hotel Guitart Grand Passage**
(C/ Muntaner, 212 08036 Barcelona)

19.45

Meeting at the lobby of Hotel Guitart

20.00

Welcome dinner at El Velodromo (C/Muntaner, 213, 08036 Barcelona)

Tuesday, 28th April

08.30

Bus transfer from the hotel to Palau Centelles

09.00 - 09.30

Registration

09.30 - 10.15

Opening remarks

Senén Florensa, executive president of the European Institute of the Mediterranean (IEMed)

George Penintaex, secretary general of the Alliance of Mediterranean News Agencies (AMAN)

Fathallah Sijilmassi, secretary general of the Union for the Mediterranean (UfM)

José Antonio Vera, EFE's executive president and president of AMAN

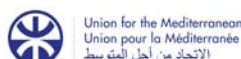
10.15 - 11.45

“Going digital”: new communication strategies in a changing environment

Nowadays, digital transformation is essential for business but it is

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particularly relevant for media and communication companies. Facing the current global context, they are compelled to modify their strategies in order to adapt to the new changing environment.

Chair: Senén Florensa, executive president of the European Institute of the Mediterranean (IEMed)

Keynote speaker: Genís Roca, director of RocaSalvatella, consultant in business digital transformation

Debate with AMAN delegates

11.45 - 12.15

Coffee break

12.15 - 13.45

Workshop: Data journalism: Improving the quality of information

Data journalism offers the possibility to verify information by providing relevant data and figures. How can we find, identify, draw, organise and present data in a piece of news?

Chair: George Penintaex, secretary general of the Alliance of Mediterranean News Agencies (AMAN)

Tutor: Karma Peiró, member of the Open Knowledge Foundation in Spain and organiser of the conference on Data Journalism and Open Data.

Debate with AMAN delegates

13.45 -15.45

Lunch

15.45 - 18.00

Workshop: Social media and their potential role in shaping public opinions

New media such as BuzzFeed receive 75% of its website visits through social media. Which social media strategies can help us attracting more readers to our information services?

Chair: David Álvarez, EFE's delegate in Girona, expert in social media

Tutor: Enric Borràs, B.A. in History (UAB) and Journalism (UPF), expert in digital journalism

Debate with AMAN delegates

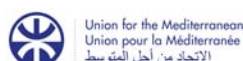
18.00 - 18.30

Sightseeing tour in Barcelona. Participants will depart from Palau Centelles and will walk through the historic quarter of Barcelona

18.30

Guided visit to the Barcelona City Council

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20.00 Dinner at **Restaurant 1881** (Pl. de Pau Vila 3, 08003 Barcelona)

23.00 Bus transfer from the restaurant to the hotel

Wednesday, 29th April

08.30 Bus transfer from the hotel to Palau de Pedralbes

9.00 - 10.30 **Workshop: A different look at contents: graphics, storytelling and other interactive tools**

Demand for more audio-visual contents is on the rise. Therefore, information that is supported by multimedia and audio-visual content achieve more dissemination and broader impact.

Chair: Emilio Crespo, director of EFE digital contents

Tutor: Eva Domínguez, freelance journalist and author of the blog "The Fourth Bit" (La Vanguardia)

Debate with AMAN delegates

10.30 - 11.15 **Conference: Intelligent Cities: How Technology will change citizens' life**

Speaker: Manel Sanromà, CEO of the Institut Municipal d'Informàtica, Barcelona City Council

11.15 - 11.30 Coffee break

11.30 - 12.15 **Informative session: the central role of the Union for the Mediterranean in regional cooperation**

Speakers: Ihab Fahmy, political adviser to the Secretary General
Delphine Borione, deputy secretary general for Civil and Social Affairs

12.15 - 12.45 **Closing remarks**

George Penintaex, secretary general of the Alliance of Mediterranean News Agencies (AMAN)

Senén Florensa, executive president of the European Institute of the Mediterranean (IEMed)

Fathallah Sijilmassi, secretary general Union for the Mediterranean

- 12.45** | **Visit of Palau de Pedralbes**
- 13.30** | Lunch at the Palau de Pedralbes
- 15.00** | Bus transfer from Palau de Pedralbes to the hotel
- Free afternoon and dinner**

Thursday, 30 April

Departure of participants

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