

# African Media Leaders Forum

Shaping the future of African media

## AGENDA OUTLINE

### WEDNESDAY 9th November 2011

- 14h00 - 20h00 DELEGATE REGISTRATION  
at The El Mouradi Hotel, Gammarth - Main Foyer
- 18h30 - 20h30 WELCOME RECEPTION  
at El Mouradi Hotel, Gammarth - Guest Lounge

### THURSDAY 10th November 2011

- 08h00 - 09h15 OPENING CEREMONY - in Main Plenary Room - Tulip
- 09h15 - 10h45 PLENARY PANEL DISCUSSION:  
Media in Times of Political and Social Change:  
Are Legacy Media Still Relevant?
- 10h45 - 11h15 TEA / COFFEE
- 11h15 - 11h40 INTRODUCING AMI PROJECTS:  
African News Innovation Challenge
- 11h40 - 13h00 PLENARY PANEL DISCUSSION:  
How mobile technology is disrupting media  
distribution models.
- 13h00 - 14h00 LUNCH
- 14h00 - 15h30 PLENARY PANEL DISCUSSION:  
Advertising is Dead. Long Live Advertising -  
How are Advertising and Revenue Models Changing?
- 15h30 - 15h45 TEA / COFFEE
- 15h45 - 17h30 PLENARY PANEL DISCUSSION:  
A Coalition for Media Development in Africa  
END OF DAY ONE
- 19h30 - 22h30 GALA DINNER - GLAIEUL BALL ROOM (El Mouradi Hotel)  
\* Dress Formal Black Tie or Regal African Attire

### FRIDAY 11th November 2011

#### 3 STREAMS

1. BREAKAWAY STREAM 1: FUNDING AND BUSINESS DEVELOPMENT
2. BREAKAWAY STREAM 2: MEDIA TECHNOLOGY AND INNOVATION
3. BREAKAWAY STREAM 3: ETHICS AND LEADERSHIP

#### 08h00 - 08h45 OPENING SESSION

#### 08h45 - 10h00 SESSION ONE

1. FUNDING MEDIA - What options are there for growing media businesses in Africa?
2. MOBILE MEDIA - What does it really mean and how is it changing our businesses?
3. UNLOCKING VALUE - How premium content can generate new revenue

#### 10h00 - 11h15 SESSION TWO

1. A BUSINESS CASE FOR DEVELOPMENT NEWS IN AFRICA
2. ON DEMAND - How personalised broadcasting and live streaming are changing radio and TV
3. ARE JOURNALISM SCHOOLS AND MEDIA LEADERS COLLABORATING EFFECTIVELY TO PROVIDE PROPERLY TRAINED JOURNALISTS?

#### 11h15 - 12h30 SESSION THREE

1. GOING BIG - Scaling Your Media Business to Build Pan-African Brands
2. AUDIENCE EVOLUTION - How technology is changing the way audiences consume media
3. HELPING OURSELVES - Building national associations of publishers / media owners

#### 12h30 - 13h45 SESSION FOUR

1. MONETISING AUDIENCES - Non-traditional revenue streams for media owners that can maximise returns
2. RAPID PROTOTYPING - Easy Low-Cost, Low-Risk Digital Experimentation for your organisation
3. THE AFRICAN PLATFORM FOR ACCESS TO INFORMATION (APAI) - A strategy for building an informed citizenry and combating repressive media laws

#### 14h00 - 17h30 CLOSING CEREMONY

- 14h00 - 15h30 CLOSING PLENARY: Ethics and Leadership for Sustainability
- 15h30 - 16h30 SPECIAL PRESENTATION AND DISCUSSION WITH MO IBRAHIM
- 16h30 - 16h50 THE AMLF 2011 TUNIS DECLARATION
- 16h50 - 17h30 CLOSING REMARKS AND VOTE OF THANKS