

#RETHINKMEDIA 2016 - SCHEDULE

Post views, comments, thoughts throughout the day on twitter: #Rethinkmedia

Time	Focus	Lead	Location
9.00	Registration & coffee		Atrium
10.00	Opening	Andy Akinwolere - #RethinkMedia host	Lecture Theatre P350
10.05	Welcome	Joanna Birch, Director, Enterprise Innovation and Business Engagement, Birmingham City University	Lecture Theatre P350
10.20	Intro to Speaker1	Andy Akinwolere	Lecture Theatre P350
10.22	Keynote 1	Alia Lamaadar, SLACK Technologies	Lecture Theatre P350
10.40	Industry Speakers Panel 1 Focus: Breaking news Inc Q & A with industry speakers from Panel 1 & Keynote	Mark Frankel, Social Media Editor, BBC News Paul Bradshaw, Programme leader, MA Online Journalism BCU Dan Noy, Managing Director, Creative Services Division, THINK JAM Facilitated by Andy Akinwolere	Lecture Theatre P350
11.40	Tea break		Atrium
12.05	Industry Speakers Panel 2 discussion session inc audience Q&A Focus: Next generation – the Millennials/Gen Z - content creation & consumption	Emma Mulqueeny, Founder of Rewired State & YRS Mandy Combes, Head of Creative Operations, BBC Lizzi Michael, Partner Manager, ChannelFlip Facilitated by Andy Akinwolere	Lecture Theatre P350
13.05	LUNCH		Atrium
14.05	Café conversations & Bar Camp session THESE SESSIONS RUN IN PARALLEL Facilitated by Indi Deol & Alexa Torlo	Café Conversations#1 - Industry speakers each host a table in The Shell Space Café conversations#2: Bar Camp session – Join us to delve into some of the current challenges facing the media sector today; this session is co-developed with Birmingham based Indi Deol, founder of www.desiblitiz.com/ - a British Asian lifestyle web magazine; the team would like to explore challenges facing the media industry, the team have identified the overarching theme of ‘what is the value of ethnic digital media’ . We’d like to invite our Rethink audience to this participatory workshop, to openly discuss aspects of this topic you feel passionate about and share ideas with fellow delegates. It is a facilitated session and we capture ideas using the ‘Bar Camp’ technique and summarise outcomes to take forward.	The Shell Studio A
15.30	Tea break		Atrium
15.50	Industry Speakers Panel 3 Focus: Audience Engagement Inc Q & A with industry speakers from Panel 3	Sadie Spooner - Commercial Manager, Unruly Matt Shaw – Network Editor, Jamie Oliver’s Foodtube Adam Biddle - Managing Director, Edition Anthony Tattum, Managing Director, Big Cat Group Frank Golding - former Google Director Facilitated by Diane Kemp, BCU	Lecture Theatre P350
17.00	Q &A /plenary	Round up of thoughts & views from the day & invite questions from the audience to all of the speakers - Facilitated by Andy Akinwolere	Lecture Theatre P350
17.30	Close & Networking	Networking & drinks at Parkside	The Shell