

## Hotel Bellevue&Hotel Metropol, Ohrid October 18-21

### Thursday 18.10.2018 Arrivals (various time fr.)

19.00 Dinner

20:30 Welcome drinks (Hall Kasino)

### Friday 19.10.18

09:30 - 09.45 (Hall Labino) Introduction and opening of the conference, Wouter Plomp, Ambassador of the Kingdom of the Netherlands to Macedonia, Ana Petrusseva, BIRN

09:45 - 11:00 (Hall Labino) Panel: Is there one-size-fits-all solution to the challenge of media sustainability- challenges, lessons learned, venues to explore. Is there a business model beyond donor support?

Panelists: Goran Mihajlovski - SDK, Pavle Zlatic - IREX, Elvira Jukic - Media centre, Eraldin Fazliu – Pristina Insight

11:00 - 12:00 Workshops: When IT runs the show media needs to adapt:

1. (Hall Ohrid) When algorithm rules the world. How can media advance their ranking online? (Speaker: Igor Trajkovski, [time.mk](http://time.mk) main news aggregator in Macedonia)
2. (Hall Kaneo) Information warfare: Use of social media for propaganda and fake news (Speaker: Andrej Petrovski, Share Foundation)

12:00 - 12:30 Break

12:30 - 13:30 Case studies: Tips and tricks: What does it take to be a successful start-up entrepreneur in a business environment which considers failure part of the game?

1. (Hall Ohrid) How to build a Forbes recognised model (Speaker: Nina Angelovska - Grouper, Zarko Dimitroski - Eden na eden)
2. (Hall Kaneo) How to use social media to find the perfect customer (Speaker: Ivica Penic, Grow up academy)

13:30 - 15:00 Lunch

15:00 - 16:00 (Hall Labino) Panel: Newsrooms versus one man websites. How can media protect their product and audience from copy – paste journalism? Can professional media agree on self regulation or have to rely on government to step in

Panelists: Srdjan Puhalo - journalist, Katerina Sinadinovska – Media Ethics Council, Dragan Milic - media lawyer, Koloreto Cukoli - Albania Media council

15:00 - 16:00 (Hall Ohrid) Experiences and lessons learned by Thompson Foundation and Free Press Unlimited's work around the world (Speakers: Mark Webster, Nada Josimovic)

16:00 - 17:00 (Hall Labino) Case study: Good content can make money: (Speaker: Arne van der Wal, Follow the money, Netherlands)

19:00 Dinner

20:30 (Hall Kasino) Screening of the movie "Secret ingredient"

22:00 (Hall Kasino) Cake and drinks with Gjorce Stavrevski, director

**Saturday - 20.10.18**

9:00 (Hall Labino) How we do it in the Netherlands, Henk van den Dool, Ambassador of the Kingdom of the Netherlands to Serbia

9:15 - 10:15 (Hall Labino) Panel: Rebuilding trust in media content

Panelists: Lejla Bicakcic - CIN, Slobodan Georgijev - BIRN, Biljana Sekulovska - NOVA TV

10.15 - 11.00 Case studies:

1. (Hall Ohrid) Juzne vesti media success story (Speaker: Vitomir Ognjenovic)
2. (Hall Kaneo) Vidi vaka – innovative video project (Speaker: Aleksandar Manasiev)

11:00 - 11:15 Break

11:15 - 12:30 (Hall Labino) Panel: What are advertisers looking for? Is number of clicks enough?

Panelists: Ira Babic - Brand Union, Valon Canhasi – Halakate, Angelka Peeva - Image PR, Vuk Maras - Media association of South East Europe, MASE, moderator Goran Mihajlovski - SDK

12:30 - 13:15 Workshops:

1. (Hall Ohrid) Blockchain application in copyright (Speaker: Dragan Milic)
2. (Hall Kaneo) Investigative journalism as global movement: How to maintain standards and make money? (Speaker: Arne van der Wal)

13:15 - 14:30 Lunch

14:30 - 15:30 Market conditions and donor expectations:

1. (Hall Ohrid) Crowd-funding versus donor support; advantages and limits of subscription (Speakers: Marija Ristic - BIRN, Vesna Radojevic – KRIK)
2. (Hall Kaneo) TV magazines: how to maintain editorial independence and achieve sustainability (Speakers: Vasko Popetreski - 360 Degrees, Senka Vlatkovic - Insajder)

15.30 - 16.30 (Hall Ohrid) Panel: Future of news in post truth era. How can fact-checking and media literacy contribute to separate reputable media from propaganda and misinformation? What tools and apps can be developed to expose misinformation and alarm the public

Panelists: Bardhyl Jashari - Metamorfozis, Inva Hasanlija - Faktoje al, Tijana Cvjeticanin - Raskrinkavanje.ba, Vesna Andree Zaimovic – Radiosarajevo.ba

15:30 - 16:30 (Hall Kaneo) How editorial intelligence can improve media efficiency (Speaker: Dejan Nikolic – Content Insights)

17:00 Tour around Ohrid (organized bus transport in front of Bellevue hotel)

19:30 Dinner at restaurant Dalga, Ohrid city centre

**Sunday 21.10.18 Departures (various time fr.)**

09:30 Conclusions

11:00 Brunch