



SCHEDULE

CIRCOM CONFERENCE 2012 MALMÖ

WEDNESDAY MAY 16

09.00
09.30
10.00
10.30
11.00
11.30
12.00
12.30
13.00
13.30
14.00
14.30
15.00
15.30
16.00
16.30
17.00
17.30
18.00
18.30
19.00

TOUR:
SNAPSHOTS
OF MALMÖ

TOUR:
FOLLOW
WALLANDER

CHECKING
IN
ORKANEN



THE CITY OF MALMÖ INVITES YOU TO
THE WELCOME BUFFET AT THE TOWN HALL



THURSDAY MAY 17

AUDITORIUM 1

AUDITORIUM 2

ROOM

WORKSHOP

08.00

CHECK IN

09.00

THE MISSION IN MALMÖ:
REACH, RELEVANCE &
RESPONSIBILITIES

09.30

REGIONAL PUBLIC
SERVICE:
TOO EXPENSIVE OR
THE KEY TO
SUCCESS?

10.00

10.30

11.00

TRANSFORMING
AUDIENCES

BBC COLLEGE OF
JOURNALISM

BROADCASTING:
CHEAP, FAST &
ALLOVER

SWOT YOURSELF
TO SUCCESS

11.30

12.00

LUNCH

12.30

13.00

NEW
COMPETITORS:
NEWSPAPERS
TURNS TV

FINANCING
DRAMA

BROADCASTING
IN CRISES

BROADCASTING:
CHEAP, FAST &
ALLOVER

13.30

14.00

AUDIOVISUAL
COMMUNICATIONS
CEO, SONY

SOCIAL MEDIA:
THE GREAT
CONVERSATION
STARTER

THE POWER OF
SHARING

SWOT YOURSELF
TO SUCCESS

14.30

15.00

THE 2012 BBC
OLYMPICS

INVESTIGATIVE
JOURNALISM
HOW TO DO IT

COPRODUC-
TIONS IN
BROADCASTING

EXECUTIVE
SUMMIT
BY INVITATION
ONLY

15.30

16.00

BIG SCREENS

MEET THE WINNERS:
INVESTIGATIVE
REPORTING

SUMMARY OF THE DAY

16.30

17.00

SUMMARY OF THE DAY

MEET THE WINNERS:
SOCIAL INTERACTION

17.30

18.00

SUMMARY OF THE DAY

18.30

19.00



THE SKÅNE REGION ARE HAPPY TO INVITE YOU TO
THE GALA BANQUET AT THE RESTAURANT GLASKLART



FRIDAY MAY 18

AUDITORIUM 1

AUDITORIUM 2

ROOM

WORKSHOP

08.00

09.00

09.30

10.00

10.30

11.00

11.30

12.00

12.30

13.00

13.30

14.00

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15.00

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16.00

16.30

17.00

17.30

18.00

18.30

19.00

THE MALMÖ
CASE: THE
RESPONSIBILITY
OF THE MEDIA

THE UTÖYA
MASSACRE

SHARING
LEAGALLY

MEET THE
WINNERS:
MAGAZINE & THE
MOST ORIGINAL

HOW TO
DEVELOP TOP
IDEAS

LUNCH

INVOLVE ME
AND I'LL
UNDERSTAND

COMPUTERBASED
INVESTIGATIVE
JOURNALISM

MULTICULTURAL
STRATEGIES

IDEAS BAZAAR

DIVERSITY
WHAT'S THAT?

MOBILE
JOURNALISM

MEET THE
WINNERS:
MINORITIES IN SOCIETY

HOW TO
DEVELOP TOP
IDEAS

REACHING MINORITIES

ARABIC GAME JAM
MEDIA EVOLUTION, MEDEA

BROADCASTING YOUR
OWN STREET

SAPMI SESSIONS/
ODDASAT

MIFFO TV

SUMMARY OF THE DAY

MEET THE
WINNERS
DOCUMENTARY

MEET THE
WINNERS
SPORTS &
DRAMA

SUMMARY OF THE DAY

SUMMARY OF THE DAY



MEDIA EVOLUTION PROUDLY INVITES YOU TO
THE PARTY AT MEDIA EVOLUTION CITY



SATURDAY MAY 19

AUDITORIUM 1

AUDITORIUM 2

ROOM

WORKSHOP

08.00

09.00

09.30

CIRCOM
TRAINING

THE
CHALLENGES
OF AN INTERACTIVE
AUDIENCE

10.00

10.30

11.00

HOW TO TELL
INVESTIGATIVE
STORIES

SOCIAL
SUSTAINABILITY
THE RESPONSIBILITY
OF THE CITY

11.30

SUMMERY OF THE
CONFERENCE

SUMMERY OF THE
CONFERENCE

12.00

12.30

LUNCH

13.00

13.30

14.00

MEDIA EVOLU-
TION, MEDIA
EVOLUTION CITY
& THE MEDIA
CONVERGENCE
IN SKÅNE

SNAPSHOTS
OF MALMÖ

TO BE
ANNOUNCED...

FOLLOW
WALLANDER

14.30

15.00

15.30

16.00

16.30

17.00

