



ASTANA MEDIA WEEK

26-28 September 2018

ASTANA MEDIA WEEK 2018 PROGRAMME

<http://www.astanamediaweek.kz>

<http://www.qazmedia.kz/amw>



DAY 1. 26 September 2018, WEDNESDAY

CONTENT MARKET

(09:00-18:00, Kazmedia Exhibition Hall)

PRODUCTION PITCHING

(10:00-13:00, Kazmedia Movie and Concert Hall)

OPEN DAY

(11:00, excursion, if necessary)

MEDIA TALKS

“Profession of the future”

(16:00-18:00 Kazmedia Movie and Concert Hall)

DAY 2. 27 September 2018, THURSDAY

CONTENT MARKET

(09:00-18:00, Kazmedia Exhibition Hall)

REGIONAL MEDIA FORUM

(09:00-18:00, Kazmedia Movie and Concert Hall)

• Digital media transformation:

What will the market look like, and how will content be produced and distributed?

(10:00-13:00, Kazmedia Movie and Concert Hall)

• Problems and potential for the development of media literacy and media education in Kazakhstan

(10:00-13:00, Main Kazmedia Recording Studio)

• Legislative reforms regarding the activities of the domestic mass-media

(14:00-17:00, Kazmedia Movie and Concert Hall)

SEMINAR FOR REPRESENTATIVES FROM THE SECURITY FORCES

(09:00- 13:00, Kazmedia 13th floor, Conference Hall)

SEMINAR FOR REPRESENTATIVES FROM SOCIO-ECONOMIC BLOCK MINISTERIES

(14:00-18:00, Kazmedia 13th floor)

DAY 3. 28 September 2018, FRIDAY

CONTENT MARKET

(09:00-18:00, Kazmedia Exhibition Hall)

Digital forum (09:00-15:00, Kazmedia Movie and Concert Hall)

SEMINAR FOR CENTRAL STATE BODY PRESS SERVICES

• Organisation of an effective public awareness campaign in social networks

(09:00-13:00, Main Kazmedia Recording Studio)

• Communication media management

(14:30-18:00, Kazmedia)

SEMINAR FOR MINISTRY OF INFORMATION AND COMMUNICATION PRESS SERVICES

• Communication media management

(09:00-13:00, Briefing Centre, Kazmedia 5th floor)

• Organisation of an effective public awareness campaign in social networks

(14:30-18:00, Briefing Centre, Kazmedia 5th floor)

Kazmedia excursion for SALEM SOCIAL MEDIA

(14:00-15:00)

SALEM SOCIAL MEDIA PRESENTATION

(16:00-18:00, Kazmedia Movie and Concert Hall)

CLOSING CEREMONY Astana Media Week 2018 Best Press Service Awards Ceremony

(18:00-19:00, Kazmedia Movie and Concert Hall)

Viner screen demonstration from Nurzhol Boulevard

(19:00-19:30)

Day 1. 26 September 2018, Wednesday



<p>08:00</p>	<p>Registration Kazmedia Exhibition Hall</p>		
<p>09.00</p>	<p>Astana Media Week 2018 Opening Ceremony» Kazmedia Exhibition Hall</p>		<p>09:30-11:30 Production pitching Movie and Concert Hall</p> <p>Moderator Jury: Minister for Information and Communication and heads of Kazakhstan television channels. Pitching: Production company pitches of 10-12 minutes. Question and answer session of 3-4 minutes. Teams are invited individually</p>
<p>09.00-18.00</p>	<p>Content Market - Exhibition Hall Co-working Zone</p>	<p>Content Market Programme: 09:00-09:05 - Opening speech by the Minister for Information and Communication, D A Abayev 09:05-09:10 - Opening speech from the Head of the Domestic Policy Department of the President's Administration, G A Balayeva 09:10-09:20 Visit to television and production company stands 09:20-09:30 Visit to and participation in interactive zones 10:00-18:00 - Open pitching</p>	
<p>11:00</p>	<p>Kazmedia Open Day (excursion, if necessary)</p>		

Day 1. 26 September 2018, Wednesday



16.00-18.00

MEDIA TALKS

(Kazmedia Movie and Concert Hall)

“Profession of the future”

Moderator: Makhabbat Yesen

Speakers:

- Future speakers - Nurmukhammed Dosybayev and Daulet Serikbai
- Economy of the future - Rakhym Oshakbayev
- Media management - Lyazzat Tanysbai
- Life producer- Nariman Koishibayev
- Going the extra mile- Almira Tursyn
- Era of the fantasts- Azamat Baigaliyev

<p>08:00-09:00</p>	<p>Регистрация Kazmedia Exhibition Hall</p>	<p>Organiser: Regional Media Alliance</p>
<p>09:00-18:00</p>	<p>Content Market - Exhibition Hall Co-working Zone</p>	
<p>09:00-18:00</p>	<p>REGIONAL MEDIA FORUM (Kazmedia Movie and Concert Hall)</p>	<p>09:30-09:40 - Opening speech by the Minister for Information and Communication, D A Abayev 09:40-10:00 - Opening speech from the President of the Regional Media Alliance, Y B Seitkazinov</p> <p>1. “Digital media transformation: What will the market look like, and how will content be produced and distributed?”</p> <p>Moderator <i>Yerzhan Suleimenov, Internews Kazakhstan</i></p> <ul style="list-style-type: none">• Nurgul Mauberlinova, Vice Minister for Information and Communication• Yerzhan Seitkazinov, Regional Media Alliance President• Tatiana Startsyeva, TNS Central Asia General Director (TV, Internet and other media audience measurement; audience differences among the various media forms; and the transformation in television viewing)• Kuat Bakhidinov, Nur.kz (NurTV: Kazakhstan online cinema; what content does the Internet audience want)• Nurtore Zhusup, Aikyn newspaper Chief Editor (Traditional media. How to win in competitive conditions)• Serik Akishev, Magic of the Kitchen Internet project <p>2. Legislative reforms regarding the activities of the domestic mass-media</p> <p>Moderator: Alexander Trukhachev, Journalist and TV Presenter</p> <ul style="list-style-type: none">• Timur Yerdzhanov, Lawyer, Candidate of Law, Al-Farabi Kazakh National University Lecturer• Yeldos Nasharli, Director of the State Media Policy Department of the Ministry of Information and Communication• Alexander Trukhachev, Journalist, TV Presenter• Olga Didenko, Internews Kazakhstan Lawyer• Sayat Nurakhmetov, Chairman of the Association of Cable Operators• Akylbek Doszhanov, B.A.S Pro LLP Production Studio General Director (projects - NTK Patrol; Kyzyk Times on Khabar; Students on Channel 31)• Almat Suleimenov, Alau TV General Director

10.00-
13.00

**Media Education
Section**

(Main Kazmedia
Recording Studio)

3. Problems and potential for the development of media literacy and media education in Kazakhstan

(10:00-13:00) with a coffee break

Moderator: Makhabbat Yesen

Speakers:

- G S Sultanbayeva (Al-Farabi Kazakh National University Department Chair)
- A A Niyazgulova (MUIT Department Chair)
- O Y Kim (Kazakh University of International Relations & World Languages Department Chair)
- A S Buzello (Turan University Department Chair)
- Regional Media Alliance representative

Moderator: Makhabbat Yesen

Coffee break (11:20-11:40)

Speakers:

- Ministry of Education and Science representative
- Ministry of Information and Communication representative
- A M Baitasov (Kazakhstan Media Alliance Board Chairman)
- G Alkeshova (Khabar Agency Chief Editor)

Main focuses of the section

- Transformation of the classic practice into an applied journalism apprenticeship (for example, Professional Media Development)
- Time for the youngsters: the development of student, school and children's media in Kazakhstan
- Dilemma: do we need professional journalism standards (for and against)
- Kazakhstan media ethics as an integral part of media education (discussion of the creation of a media training centre from Kazakhstan journalism heavyweights)

Experts and guests:

- Sandy Sultan
- Lyailya Sultankyzy
- Gulnaz Alimgerei
- Adil Dzhaliilov
- Aliya Baimukhamedova
- Adenauer Fund
- EU Representative in Kazakhstan
- embassy representatives
- department chairs and lecturers
- S Zhoken (Khabar Agency Senior Editor)

ay 2. 27 September 2018, Thursday



09.00-13.00

Seminar for representatives of the security forces
(Kazmedia 13th floor, Conference Hall)

14.30-18.00

Seminar for representatives from socio-economic block ministries
(Kazmedia 13th floor, Conference Hall)

<p>08.00-09.00</p>	<p>Registration of Astana Digital Forum participants Kazmedia Exhibition Hall</p>	<p>Moderator: Select Communication Group</p>
<p>09.00-18.00</p>	<p>Content Market - Exhibition Hall Co-working Zone</p>	
<p>09.00-15.00</p>	<p>Digital forum (Kazmedia Movie and Concert Hall)</p>	<p>Organiser: Select Communication Group</p>
		<p>Programme:</p> <p>09.00-09.15 Forum Opening. Opening speech by the Minister for Information and Communication, D A Abayev</p> <p>09.15-09.45 10 Digital Marketing Trends in 2018 Viktor Yelisseyev, CEO Select Communication Group (Kazakhstan)</p> <p>09:45 -10:30 Digital Kazakhstan: how to find your niche in the digital economy</p> <p>Panel discussion Pavel Koktyshyev (Co-Founder of the MOST Business Incubator), Ruslan Zhemkov (General Director of the Eurasian Media Forum International Fund) Magzhan Madiyev (General Director of the Astana Hub Technopark Corporate Fund)</p> <p>Ticketon</p> <p>10:30-11:00 Telegramme - an effective business tool Stanislav Sannikov Expert in network marketing</p> <p>11:00-11:30 Internet advertising. Tatiana Grebenyuk (Russia)</p> <p>11:30-12:00 Coffee break</p> <p>12:00 - 13:00 Forte Bank + Dar. TRANSACTION OF THE YEAR SPEAKERS <i>to be clarified</i></p> <p>13:00 - 14:00 Online media Steppe</p> <p>14:00-14:30 Odnoklassniki OK.ru</p> <p>14:30-15:00 “Working with an audience. Integrated advertising strategy” Artem Borisov Head of Yandex.Kazakhstan LLP (Kazakhstan)</p>

Day 3. 28 September 2018, Friday



<p>09.00-13.00</p>	<p>Seminar for central state body press services on the organisation of an effective public awareness campaign in social networks (Kazmedia)</p>	
<p>14.30-18.00</p>	<p>Seminar for Ministry of Information and Communication press services on communication media management (Kazmedia)</p>	

Day 3. 28 September 2018, Friday



<p>09.00-13.00</p>	<p>Seminar for Ministry of Information and Communication press secretaries on communication media management (Briefing Centre, Kazmedia 5th floor)</p>	
<p>14.30-18.00</p>	<p>Seminar for Ministry of Information and Communication press service employees on the organisation of an effective public awareness campaign in social networks (Briefing Centre, Kazmedia 5th floor)</p>	

Day 3. 28 September 2018, Friday



14.00-15.00	Kazmedia excursion for SALEM SOCIAL MEDIA	Organiser: Kazmedia
16.00-18.00	SALEM SOCIAL MEDIA presentation (Kazmedia Movie and Concert Hall)	Presentation structure: 1. Basic facts about Salem – speaker: Alexander Aksyutits (CEO of Salem Social Media LLP) 2. How does Salem operate and why? – speaker: Kuat Sadykov (Salem Social Media LLP General Producer) 3. What are Salem’s target areas and why? – speaker: Kuat Sadykov (Salem Social Media LLP General Producer) 4. Successful Internet video content projects in Kazakhstan – speakers: Kuanish Beisekov (Member of the Irina Kairatovna Show team), Ilyas Dzhaparov (Compere and team member of Communicate Normally, Demigod Reporter and Salem Stand Up resident) 5. Kazakh-language video content: trends and development potential – speaker: Darkhan Akhylbekuly (Head of the Salem Social Media LLP Editing Department)
18.00-19.00	Astana Media Week Closing Ceremony	Best Press Service Awards Ceremony
19.00-19.30	Viner screen demonstration from Nurzhol Boulevard	Organiser: Salem Social Media, Kazmedia