

## PRESS ANNOUNCEMENT

### The IV Astana Media Week to launch on November 11 in Nur-Sultan

**NUR-SULTAN, November 11-13, 2020 - the IV Astana Media Week will be held online, organized by the Ministry of Information and Social Development of the Republic of Kazakhstan with the participation of "Kazmedia Ortalygy".**

The main purpose of the event is to develop the local media environment and promote business relationships in the industry at the regional and international level.

Traditionally, the media week brings together leading experts from around the world in its fourth year and considers relevant issues. This year, the organizers are focused on ways to build media work in the future.

Key topics: global trends in media content consumption; the pandemic and crisis of confidence in the media; editorial work in the new environment; multiplatformity; new leaders in the media space. Aida Balayeva, Minister of Information and Social Development of Kazakhstan, will open the media week.

Representatives of local and foreign top-managers, experts of leading media agencies, scientists of large international organizations and foreign universities, representatives of public sector and production companies are invited to participate in AMW. Among them are:

Robert Skinner - Senior Special Advisor of the United Nations Global Communications Department; Dr. Javad Mottaghi – Secretary-General of the Asia-Pacific Broadcasting Union (ABU); Mikhail Zygar - journalist, editor, writer; Piotr Fedorov - Head of Foreign Relations at VGTRK; Mikhail Gusman - First Deputy Director General of the Russian TASS News Agency; Shamil Sadykov - Director General of Tat-Media; Irina Shikhman – author of "A Pogovorit?" YouTube Channel, interviewer, journalist; Alisher Yelikbayev - PR specialist and other key experts of the world and Kazakhstan's media community.

Alongside with that, participants of Astana Media Week will have the opportunity to attend a whole **series of online events**.

**Workshops for journalists** will be provided by professors of the New York Film Academy with the support of the Embassy of the United States of America in Kazakhstan: Bill Einreinhofer - American television producer, member of the

Guild of Directors of America, winner of three Emmy Awards and Evgenia Vlasova - journalist, NYFA teacher.

Media coaches from Russia and Kazakhstan will share their expertise: Andrey Dorozhny, data journalist and data visualization specialist; Alexander Danilov, Stop Fake Project Manager; Ainur Koskina, journalist and media trainer; Aidos Sarym, political scientist; Daurzhan Augambay, "Akyl-Kenes" magazine publisher; Zhanna Ibrayeva, public speaking coach; Makhabbat Yessen, journalist and TV & radio presenter.

**"Content Market" annual exhibition** for the participants of media field will be held for the first time online and will allow visitors to get acquainted quickly and conveniently with the relevant offers of media market of local and international production companies; producers to present their projects to potential customers.

For the first time within the framework of AMW, **"Urker" Annual National Award** will be awarded for achievements in the field of print, radio and Internet journalism. By tradition, the winners will receive an exclusive statuette and a cash prize in the amount of 1 million tenge. The award broadcast will be available on the website.

**Astana Media Week** is an open event, anyone interested can join it. The official website of the event is [www.astanamediaweek.kz](http://www.astanamediaweek.kz), you can read the detailed forum program and register as a participant. Participation is free of charge.

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*The Organizer of Astana Media Week is the Ministry of Information and Social Development of the Republic of Kazakhstan with the participation of "Kazmedia Ortalygy" Management Company" LLP.*

"Kazmedia Ortalygy" is a modern business technological complex that combines the capabilities of technological media cluster and industry business center, which has no analogues in Central Asia.

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