

MediaTech Festival 2022

WEDNESDAY FULL PROGRAM

●	8:30-9.30 AM	REGISTRATION & COFFEE	
●	9:30-9.45 AM	WELCOME TO MEDIA CITY ODENSE MEDIATECH FESTIVAL (OPENING SPEECH)	MAIN STAGE
●	9.45-10.30 AM	KEYNOTE BY NAJA NIELSEN, DIGITAL DIRECTOR, BBC NEWS. PERSONAL PUBLIC SERVICE – THE DIGITAL STRATEGY OF BBC NEWS	MAIN STAGE
●	10.30-11.15 AM	INTERVIEW ON STAGE WITH RIKKE BEKKER, JFM, CARSTEN TOPHOLT, TV 2 DANMARK, ESBEN SEERUP, TV 2 FYN, PETER BRO, SDU, PETTER-OLE JACOBSEN, VIZRT. WHY DO WE NEED A DANISH MEDIATECH CLUSTER? FROM MEDIA TO MEDIATECH.	MAIN STAGE
●	11.15-12.00 AM	KEYNOTE BY MARK LITTLE, CEO AT KINZEN. HOW TO FIGHT DISINFORMATION?	MAIN STAGE
●	12.00-1.00 PM	LUNCH & NETWORKING	
●	1.00-1.30 PM	KEYNOTE BY JOHN MURPHY, CREATIVE DIRECTOR, BBC SPORT. TOKYO TO BEIJING IN 2 GREEN BOXES.	MAIN STAGE
●	1.30-2.15 PM	PANEL DISCUSSION WITH JANNICK BLAKSMARK, HEAD OF SOCIAL AND CREATIVE, KRÆFTENS BEKÆMPELSE & BRIAN PABST, DIGITAL REDAKTØR, FAGLIGE SENIORER OG SENIORNEWS. EVERYONE CAN PUBLISH – HOW? // UNLIKELY MEDIA SUCCESS.	MAIN STAGE
●	2.00-2.45 PM	COFFEE & NETWORKING	
●	2.45-3.30 PM	PANEL DISCUSSION AND INTERVIEW WITH VIGGO LEPOUTRE RAVN, EDITOR IN CHIEF, JP LOKAL AND JAN SCHOUBY, EDITOR IN CHIEF, ÅRHUS STIFTSTIDENDE. THE FIGHT FOR LOCAL NEWS IN DENMARK	MAIN STAGE
●	3.30-4.15 PM	KEYNOTE BY KLAS GRANSTRÖM, EDITOR IN CHIEF AND PUBLISHER, EXPRESSEN. THE DIGITAL AFFAIR – HOW EXPRESSEN WORKS WITH HYBRID BUSINESS REACH, DIGITAL SUBSCRIPTIONS AND TV.	MAIN STAGE
●	4.15-5.00 PM	KEYNOTE BY MORWEN WILLIAMS, DIRECTOR OF UK OPERATIONS, BBC NEWS. DIVERSITY IN MEDIATECH	MAIN STAGE
●	5.00-? PM	DRINKS & NETWORKING	
●	12.30-1.15 PM	FAST TRACK TO THE FUNNIEST AND MOST INTERESTING EXAMPLES OF MEDIA STARTED BY ORGANISATIONS AND COMPANIES. BY LASSE CHARLEY PEDERSEN, WILLMORE	THEATER STAGE
●	1.15-1.30 PM	SHORT BREAK	THEATER STAGE
●	1.30-2.00 PM	THE TV 2 FYN STORY – STORY CENTRIC WORKFLOW BY JONAS MATTSSON, TV 2 FYN	THEATER STAGE
●	2.45-3.30 PM	CONSTRUCTIVE AND ENGAGING JOURNALISM BY ULRIK HAAGERUP, CEO CONSTRUCTIVE INSTITUTE & GERD MARIA MAY, JOURNALIST, AUTHOR AND FOUNDER OF ROOM OF SOLUTIONS	THEATER STAGE
●	3.30-4.00 PM	HOW TO INVOLVE MEDIA USERS BY LISTENING SYSTEMATICALLY. BY PETER SKOV KRAGH HALLING, CEO, HEARKEN EUROPE AND NANNA HOLST, EDITOR, TV 2 LORRY	THEATER STAGE
●	4.00-4.30 PM	EVERYONE CAN START AND BECOME A MEDIA BY JESPER SKEEL, FOUNDER & CEO, WILLMORE & PETER ERNSTVED, EDITOR & JOURNALIST, OLFJ	THEATER STAGE
●	4.30-? PM	SHARE YOUR STRATEGY ON DIGITAL DISTRIBUTION. TECH STACK EVENT WITH DRINKS AND NETWORKING. HOSTED BY TEKNOLOGIENS MEDIEHUS	THEATER STAGE