



CONFERENCE "RISING STARS FOR MEDIA COOPERATION"

Media4EU initiated the Stars4Media projects

Presentation & Reception - Tuesday 26 September 2017

16:45 Registration

17:00 Welcome and overview

Maroun Labaki, President, Press Club Brussels Europe *What are the stumbling blocks/threats for media in Europe?* 3'

Prof Ramona Coman, IEE - ULB *Is there a European public opinion for media?* 3'

Presentation of Media4EU by Christophe Leclercq, Founder EURACTIV 10'

17:20 Panel 1: Challenges in the media landscape in the digital age + Q&A

Moderation by Pascaline Gaborit, Secretary General, Fondation EURACTIV
Giuseppe Abbamonte, Director Media and Data Directorate (DG CONNECT) *Media policy orientations. What policies could support the media sector?* 10'

Elmar Brok (MEP, EPP) *How to support cross-border cooperation between media?* 5'

Prof Ramona Coman, IEE - ULB: *Research on the media: what are the main results and food for thought?*

Max von Abendorth, EMMA *How to boost innovation and creative business models?* 5'

Q&A 30'

18:00 Panel 2: New skills for media professionals + Q&A

Moderation and presentation of Stars4Media (Erasmus4Media) by Christophe Leclercq 10'

Mercedes Bresso (MEP, S&D) *Quelles sont les compétences clefs pour les professionnels des médias?* 5'

Nicolas Becquet, L'Echo *What digital skills are necessary for media innovation?* 5'

Biba Klomp, European Journalism Centre (EJC) *What are the main categories of training for media?* 5'

Q&A 30'

19:00 Networking Reception

(Optional parallel session: Master in European Union Studies (MEUS) at IEE/ULB led by Ramona Coman. Module on "media & comm" with Concha Lozano and Christophe Leclercq)

A conference organised by Fondation EURACTIV
ULB/IEE - Institut d'études Européennes
and Press Club Brussels Europe

#Media4EU is a research and editorial project:

30 media leaders and experts were interviewed on the crisis, fake news, and how to foster cooperation.

"Stars4media is to media professionals what ERASMUS is to students"

Venue:
EURACTIV Network Office,
Boulevard Charlemagne 1, 1041
Brussels

Registration:
Please visit [this page](#)



FOR MORE INFORMATION PLEASE CONTACT

Maria-Isabel Soldevila

maria-isabel.soldevila.brea@ulb.ac.be

+32-(0)2-650.49.69

Nathalie Bargues

media4euassistant@euractiv.com

+32 (0)2 788 36 68