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MANAGEMENT DEVELOPMENT
INTERNATIONAL NETWORK

EWMD INTERNATIONAL CONFERENCE 2017
"Brave New Media World" – a subject of
daily challenges

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22. – 24.9.2017
Boehringer Ingelheim,
Tor 2 / BIC, Ingelheimer Straße
http://conference2017.ewmd.org

EWMD INTERNATIONAL CONFERENCE 2017
"Brave New Media World" – a subject of daily challenges

Digitalisation leaves its mark on all areas of our lives. Besides work 4.0, automation and new leadership, the strategies which steer our ways of communicating are continually changing at a tremendous rate. There has been a fundamental change in how we exchange information and opinions as well as how information is produced.

These changes facilitate and accelerate the way we communicate and add more precision to our daily work. Digital media permits us to target a specific audience providing personalized content. Anything can be said about anybody and the internet will never forget.

What is the role of journalistic media and principles as the 4th power of a democratic state in times of fake news and presidents who appreciate only compliant media? If robots are generating news and starting to manipulate us….what will happen to future credibility and transparency?

How do companies act upon these new media settings? Are they pro-active or reactive? Are we individually media competent with regard to the new challenges? Which role do women play in this revolution?

- During the conference we seek to gain insights into media, science and corporate perspectives to these issues
- There will be a best practice forum with corporations, executives and media experts
- Participants will have the opportunity to exchange opinions in an interactive dialogue forum
- In a future parcours Start-ups will present their perspectives

CONFERENCE PROGRAM (as per 06/2017)

SATURDAY, 23rd SEPT 2017 – BIC Boehringer Ingelheim

Registration: 08:00 – 09:00

Morning Program 09:00 – 12:45 (Auditorium)

Moderation: **Jacki Davis,** *Brussels*

Welcome and conference opening speech
Simone Menne, *CFO and Board member at Boehringer Ingelheim*
Nadin Meloth, *Co-President EWMD International*

Future Parcours: Start-up project no. 1

Keynote 1: "Change of the Media Landscape – Which kind of trends are we facing?"
Eva-Maria Bauch, *Managing Director G+J Digital Products*

Future Parcours: Start-up project no. 2

Coffee break (Foyer)

Keynote 2: "Why Fake News is not the real issue"
Marco Maas, *Data Journalist, Media Entrepreneur*

Future Parcours: Start-up project no. 3

Panel discussion
Jacki Davis in discussion with keynote speakers

Lunch and visit of Future Parcours exhibition (Foyer)

Afternoon Program 13:45 – 17:10 (Auditorium, Workshop rooms)

Future Parcours: Start-up project no. 4

Parallel dialogue workshops – part 1 (workshop rooms)
For topics and all speakers please visit http://conference2017.ewmd.org
Dr. Katharina Anna Zweig, Marco Maas, Judith von Gordon, Dr. Dorothee Beck

Coffee break (Foyer)

Parallel dialogue workshops – part 2 (workshop rooms)
repetition of part 1 topics

Wrap up dialogue workshops and farewell (Auditorium)

Closing remarks – **Selene Ghioni,** Co-President EWMD International

Evening Program 19:00 – 23:00

Dinner & Dance on river Rhine

FRIDAY AND SUNDAY PROGRAM

FRIDAY, 22nd SEPT 2017 – BIC Boehringer Ingelheim

13:00 – 13:30   Arrival of participants (Foyer)

13:30 – 14:00   Welcome EWMD and Boehringer Ingelheim
(Auditorium)
Denise Hottmann, *Head of D&I Germany, Boehringer Ingelheim*
Sieglinde Schneider, *President EWMD Germany*

14:00 – 16:00   **Plant tour Boehringer Ingelheim**

14:00 – 16:00   **Corporate Member Workshop** (workshop room)

16:00 – 17:00   *Coffee break (Foyer)*

17:00 – 19:00   Hotel transfer and check-in

19:00 – 23:00   **"EWMD Dialogue"** (location tbc)
Networking, discussion, warm-up

SUNDAY, 24th SEPT 2017

Annual General Meetings and Dialogue

10:00 – 12:00   Annual General Meeting EWMD International e.V.

12:00 – 13:00   *Lunch break*

13:00 – 15:00   Annual General Meeting EWMD Germany e.V.

Information / registration: **http://conference2017.ewmd.org**
Conference language: English

In cooperation with: Boehringer Ingelheim