


Day 1 on 18 April. Thursday

VENUE: Russian Academy of National Economy and Public Administration under the President of Russian Federation (RANHiGS). m. Park Kultury. Prechistsenskaya Quay, 11			
9.00 – 11.00	Morning visits to the editorial board of the Moscow media holding		
11.00 – 12.00	Arrival of participants and registration		
12.00 – 12.15	<p>The opening of the festival. Natalya Vlasova, CEO FNR; Xenia Luchenko, Head of the Department of Theory and Practice of Media (ION) RANHiGS</p> <p>Handling Lobachevoj Eugene, Head of Recruitment Department, National RDKM ( "Rusfond")</p>		
12.15 – 13.15	<p>"How to create an independent and influential media platform to Telegram?" Ekaterina Dementieva, Paul Vardishvili Philip Mironov, Alice In Xenia Vityuk - the creators of the channel Psycho Daily</p>	<p>Analysis of competitive works "Universita ' "The photo project" Anna Artemiev, photographer, editor of the "Studio", "Novaya Gazeta"</p>	
13.15 – 13.30	Break		
13.30 – 15.00	<p>Editorial Council "Together media. Radio "CFA "The thematic program " Marina Kulagin, chief editor, "Radio 1"</p>	<p>Editorial Council "Together media. Online "CFA "News" Gluhodedov Alexander, head of the news service of the multimedia portal Iz.ru</p>	<p>Analysis of competitive works "Universita ' "Artistic and journalistic program. Video. Audio. Multimedia" Nikolai Pivnenko, television, radio, online presenter, director, head of the creative workshop WAY MPGU Oleg Shevkun, radio host, radio THEOS, Kirill Bortsov, journalist, chief of SMM-agency ZAZA MEDIA</p>
15.00 – 15.45	Break		
15.45 – 16.45	<p>Editorial Council "Together media. Radio "CFA "Reportage" Natalya Frolova, a journalist, "Echo of Moscow" in Lithuanian portal Delfi</p>	<p>"How to get off the needle approval of subscribers and not to sit in a puddle when working with social networks" Xenia Burzhsкая, media manager</p>	<p>Analysis of competitive works "Universita ' "Artistic and journalistic program. Video. Audio. Multimedia" Nikolai Pivnenko, television, radio, online presenter, director, head of the creative workshop WAY MPGU Oleg Shevkun, radio host, radio THEOS, Kirill Bortsov, journalist, chief of SMM-agency ZAZA MEDIA</p>
16.45 – 17.00	Break		
17.00 – 18.15	<p>"20 common mistakes in religious journalism" Natalya Frolova, a columnist, literary editor</p>	<p>Editorial Council "Together media. Online "CFA "Great stuff" Xenia Luchenko, Head. Department of Theory and Practice of Media (ION) RANHiGS journalist</p>	<p>Presenting of students' editors</p>

18.15 – 18.30	Break		
18.30 – 20.00	<p>Editorial Council "Together media. Radio "CFA "The daily newscast" Vladimir Varfolomeyev, first deputy editor, "Echo of Moscow" Oleg Dmitriev, MIA Advisor "Russia Today", Professor Department of Media NRU Higher School of Economics</p>	<p>"The dictatorship of the style and design code in the Media 2.0." Elena Shanovich, art director of the CTC and the Director of the Department STS Design</p>	<p>Analysis of competitive works "Universita ' "Problem-analysis program. Video. Audio. Multimedia" Olga Dobrovidova, editor of N + 1, the teacher ethics research Journalism at the University ITMO Anna Nemtsov, a Russian correspondent, The Daily Beast, Newsweek</p>
20.00 – 21.00	<p>StandUp. "Efficient algorithms for self-presentation" Roman Silver, journalist, teacher, Russian Union of Journalists</p>		
Evening visits to the editorial board of the Moscow media holding (pre-registration)			

Day 2 on 19 April. Friday

Venue: Resource Center NGO Committee Public Relations and Youth Policy of Moscow, m.Ryazanskii Avenue, 4th VEShNJAKOVSKAJa travel, 1k1

09.30 – 10.00 Continuation of registration			
10.00 – 13.00	<p><b>"Diagnosis and prevention of professional burnout among journalists"</b> Elena Zimina, Associate Certified Coach of the International Coaching Federation, a business coach (pre-registration required)</p>		
10.00 – 10.55	<p><b>"Legal analysis of the work of regional media"</b> Anna Nikitova, Head of information and intellectual rights SOUTH "Yakovlev &amp; Partners"</p>	<p><b>"Workshop Pogodina-Kuzmin "Together media. Universita ' "Short film" screenwriter"</b></p>	<p><b>Analysis of competitive works "Universita ' "Entertainment work. Video. Audio.Multimedia "</b> Kirill Gavrilov, director Nick Rogushina, art director, "My friend, yes you transformer"</p>
10.55 – 11.00 Break			
11.00 – 12.00	<p><b>"To Seek the truth: understanding of" fakes "and the reliability of the information control"</b> Andrew Cashin, mediayurist</p>	<p><b>How to become popular on YouTube, if you're not the Star and not a millionaire"</b> Anastasia Batsueva, Digital-TV director of Super; Olga Rogova, Digital Producer of TV-3</p>	<p><b>Analysis of competitive works "Universita ' "Entertainment work. Video. Audio.Multimedia "</b> Kirill Gavrilov, director Nick Rogushina, art director, "My friend, yes you transformer"</p>
12.00 – 12.15 Break			
12.15 – 13.40	<p><b>"How does Lentach, who is Pikcher and why he is God?"</b> Taras Sychev, editor in chief of the community "Lentach"</p>	<p><b>"Workshop Pogodina-Kuzmin "Together media. Universita ' "Short film" screenwriter"</b></p>	<p><b>"Analysis of competitive works "Together media. Universita 'Podcast Alexander Kiyatkin, journalist, founder of communications agency, Ornament"</b></p>
13.30 – 15.00	<p> <b>"Production of podcasts for NGOs". Joint project with Blagosferoy</b></p>		
13.40 – 13.45 Break			
13.45 – 14.45	<p><b>"How to study the history, flipping through the tape VKontakte, convert historian degree in famous brand"</b> Yuri Saprykin, "suffers from the Middle Ages", "Licka Emperor". editor, Meduza"</p>	<p><b>Editorial Council "Together media. online » CFA "The best position in the social networks and messengers"</b> Alsou Garifullina, manager for new media, "In contact with"</p>	<p><b>Analysis of competitive works "Universita ' "The best community in social networks and messengers"</b> Hope Sokirskaya, former editor in chief "lady Mail.ru" blogger</p>
14.45 – 15.00 Break			



15.00 – 16.00	Master class for journalists "Reporting: Events and People" Vitali Leibin, editor in chief, "Russian reporter"	"Life hacking for leading morning show" Victor Nabutov, teleradioveduschy, "Silver Rain"	"Stars and toxic employees. Methods and techniques of motivation beautiful dismissal " Irina Kontoreva career consultant; Irina Prokopiev, psychologist; Elena Fedorova, an expert in labor law and human resource Records Management
16.00 – 16.15	Break		
16.15 – 17.30	<p>"As we have created an alternative media across Russia on the basis of the social network" Sergey fancy man, the head of the direction of SMM-agency Five Public</p> <hr/> <p>"Telegram is not a template. As we seize Russia through regional channels" Vladimir Kornev, Chief Editor of Five Public"</p>	<p>Editorial Council "Together media. Radio "" Talk Show " CFA Victor Nabutov, teleradioveduschy, "Silver Rain"; Natalya Frolova, a columnist, literary editor</p>	<p>Analysis of competitive works "Universita ' "Best host / reporter" Sergey Zhitinets, director MOTIVE agency &amp; production, Dmitry Rhyzkov, director general of company SF MEDIA</p>
17.30 – 17.45	Break		
17.45 – 18.30	"Journalistic fundraising. History Rusfond " Valery Panyushkin, Editor in Chief "Rusfond"	"How Meduza uses open database for exclusives". Ivan Golunov, correspondent, Meduza	"As a growing media in social networks on the example of classmates" Yevgeny Voronina, Account Manager with media partners, "Classmates"
18.30 – 19.30	Announcement of the winners of competitions "At the media. Centre"		
Evening visits to the editorial board of the Moscow media holding (pre-registration required)			

Day 3 on 20 April. Saturday

Venue: Resource Center NGO Committee Public Relations and Youth Policy of Moscow, m.Ryazanskii Avenue, 4th VESHNJaKOVSKAJa travel, 1k1

9.30 – 10.00		Continuation of registration		
10.00 – 10.45	"How to become a supplier of" Gazprom "and the part about IP? History independent copywriter " Open the conversation with Irina Telitsyna, Director of Special Projects for Forbes	"Creation and promotion of women's personal blog theme in Instagram» Varya Valovil, journalist, blogger, nominee леди@Mail.ru	10.00 – 13.00 <b>Training</b> "Podcasts: developing strong concepts" Susan Sommer, an independent radio and podcast producer, journalist, coach, ORD, Denmark (Pre-registration required)	
10.45 – 10.50	Break			
10.50 – 11.40	"Hope and fear: artificial intelligence in the media" Sergei Davydov, deputy. Dean, Associate Professor at the Department of Communications, Media and Design School of Economics"	"Working with the speakers and sources" Svetlana Reuters correspondent, BBC Russian Service		
11.40 – 11.50	Break			
11.50 – 12.50	"What to expect from advertising in the media? Formats that go great as a promotional" Anastasia Dujardin, head of content management, of Mail.ru	"How to write longridy" Alexander Gorbachev, screenwriter, Lorem Ipsum		
12.50 – 13.00		Break		
13.00 – 13.50	"The stories which are possible only in the sound" Valentina Kaledina, leader of business development in Europe Castbox	Discussion "The boundaries of freedom of a journalist" Maxim Solyus, OCCRP Editor	13.00 – 15.00 <b>"Business game</b> "Yes! We are looking for employees" Irina Kontoreva, creator VDHL	
13.50 – 14.00		Break		
14.00 – 15.00	"Marketing Media: Past and Future" Artemy Gladchenko, director of marketing, channel "Friday"	How not to get lost in a large text" Grigory Tumanov, editor in chief, "Dear sir, yes you transformer"		
15.00 – 15.30		Break		
15.30 – 16.00	"Regional editors: 9 of the rules of survival» Valeria Kabanova, editor RIA «FederalPress»	"No, it's not TV" Andrey Kovalev, the chief editor, video project ROMB"		
16.00 – 16.40	"Difficulties and media marketing trends in the digital age" Elena Shitikova, Executive Director, HIPP			

16.40 – 17.10	«2019 – the time of decisions for radio. By the tracks of program FM-Intensiv» Mikhail Zotov, expert in managing of media	
17.10 – 17.20	Break	
17.20 – 18.20	"The motivation of employees Generation Y. Why do not the old approach" Oksana Achkasova expert, media consultant, FNR; Oksana Bakhmet-Zainullina, CEO DFM, Krasnodar	
18.20 – 18.30	Break	
18.30 – 19.30	"Redistributions radio market in the regions: case studies, trends, causes, circumstances" Vyacheslav Cherepakhin, President of Media Group "Prize"	StandUp. Show Roman Silver, journalist, teacher, Russian Union of Journalists Alexey Zverev, Editor-in-Chief, RadioHosts.Ru
19.00 – 20.30	Announcement of the winners' Universiti	

Day 4 on 20 April. Sunday

Venue: Office of "Yandex", conference room "Extropolis" and "Moulin Rouge." m. Park Kultury. Str. Leo Tolstoy, 16.

09.00 – 10.00			Continued registration		
10.00 – 11.30	<p><b>"New forms of stories in the universe of podcast"</b> Susan Sommer, an independent radio and podcast producer, journalist, coach, ORD, Denmark</p>		<p><b>ESports journalism workshop</b> Moderator: Paul Karasev, RBC, Konstantin Sinev, marketing manager, MTC «Esports&amp;Gaming»</p>		
11.30 – 11.40			Break		
11.40 – 12.00	<p><b>"Strategy Ya.Muzyka in nemuzyke"</b> Pavel Kozlov, product manager Yandex.Music</p>		<p><b>"Professional journalists identity VS image of a journalist in the public mind"</b> Igor Zadorin, organizer and leader of the Research Group ZIRCON</p>		
12.00 – 12.40	<p><b>"We look podcasts or why no video is worse than him"</b> Andrew Konyaev, publisher, N + 1</p>		<p><b>The live media. Part 1: "What to do when your sponsor is a key newsmaker"</b> Konstantin Eggert, TV and Radio Kirill Kharatyan, deputy editor of the newspaper "Vedomosti" Andrew Goryanov, general producer of the BBC BBC Russian service"</p>		
12.40 – 13.15	<p><b>"The formats of storytelling for all, or to settle any character in your smartphone"</b> Paul Krasovitsky, multimedia projects historian and editor of the studio "History of the Future"</p>				
13.15 – 13.30			Break		
13.30 – 15.00	<p><b>"Typical beginner mistakes when starting their show on youtube"</b> Anton Kurilchik, producer Big Russian Boss, Comedy Club Production, "Evening Urgant"</p>				
15.00 – 15.15			Break		
15.15 – 16.15	<p><b>"Crowdfunding, sponsors, cooperation or payment for use – how to monetize your podcast?"</b> Susan Sommer, an independent radio and podcast producer, journalist, coach, ORD, Denmark</p>		<p><b>The live media. Part 2: Conditions of work with media aggregators and social networks, rely on anyone, and where the money is</b> Hall: Moulin Rouge Moderator: Anna Ivanova, CEO, SMI2; Participants: Natalia Antonovich, Director of Internet Marketing KP.RU site; Ivan Makarov, Deputy General Producer of Digital-products in the RBC; Kirill Shagun, director of development and promotion of Internet products, "News"; Maria Shchetinina, marketing director of "MK"; Tatyana Sokolova, director of marketing, "Vedomosti"</p>		
16.15 – 16.30			Break		

<p>16.30 - 17.30</p>	<p><b>The live media. Part 3: Ethics in the media: what can and can not do to the journalist, the Chief Editor and just an employee</b>                  Moderator: Alexander Abrahamov, journalist, director of Radio "Chocolate" Information Programs                  Participants: Anastasia Lobada, "Kommersant";                  Tatiana Lisova, chief editor of the "Interfax" the political version;                  Xenia Luchenko, Head of the Department of Theory and Practice of Media (ION) RANHiGS, journalist;                  Alex Gapeev, gl.redaktor service "Interfax" Internet projects;                  Maksim Tokarev, head of the editorial board and the federal sports news of News@Mail.ru.</p>
<p>17.30 - 19.00</p>	<p><b>Gathering of visitors. The award ceremony of competitions and spetsnominatsy "Together media"</b></p>