

Module 1 - MEDIA

New Media World



DAY I - 28.05.

9:30

Welcome to the New Media World - Introduction by Marija Matić

The introductory talk will act as a gateway to the new media world. Marija will take a deep dive into the future of the media world through today's global and local trends. We will be talking, learning, and sharing experiences on topics ranging from traditional mass media to hyperindividualism and people themselves as the media.

10:00-10:05

Break

10:05-10:45

New Generations, New Communications, Marija Matić

Generation Z is becoming a new buzzword taking over from the term millennials. The new generations, ever hungry for change and innovative solutions, are bringing new rules of communication in the world, the economy, and the media.

How do we (properly) communicate with them and what are the specificities that we mustn't lose sight of, not even for a moment?

10:45-11:00

Break

11:00-11:30

#10year challenge, Danko Kardović

Pack up and (un)strap yourself — we're traveling through time! What did the past decade bring? What do we owe it to and what are the changes that took place during those ten years? Take a look at the timeline- and importance-based overview of these changes in the media market. We won't leave out any of the changes that took place on the economic and the demographic fronts and that most certainly affect the media market! We'll also tackle how the "digitization of the market" affected the media arena and how it affected television as (still?!) the predominant medium in the local market.

11:30-11:50

Workshop

11:50-12:53

Future TV, Marija Matić

TV isn't going anywhere, it's going everywhere!

Although the television set has become the home's new fireplace (hearth), the center dictating the design of the interior and living room logistics — television has been facing a great challenge for years:

How is it to compete with big tech and digital companies and media?

Yet, television is still the number one media outlet (a stumbling giant?!). How it's changing, what future awaits it, how big is its actual impact on the market, and will it continue to secure mass reach and brand safety in a highly measurable environment — we'll be discovering the truth of all this and then some in this talk.

12:30-13:30

Lunch

13:30-13:40

Energizing

13:40-14:25

Strategy in the Age of Tactics, Igor Černiševski

The strategic approach has fallen into the background in the age of digital and social media. Tactics is the component that took over the reins, negatively affecting the long-term results of digital campaigns. That is why this segment will dive into the basics of strategic approach in digital advertising; recognizing objectives in the right way; adapting tactics, channels, and formats to achieving these objectives; and the KPIs to follow in that case. Even just coming to this talk is part of your strategy to successfully overcome the challenges that the future brings. You get how it works now?

14:25-14:30

Break

14:30-15:05

Social Media Training&Trending, Ljubica Vukčević

Say YES to Social Media Training&Trending because in 2019 you really cannot allow yourself to not know (nearly or really) everything about the media outlet visited by approximately three billion people globally and more than 60% of the Serbian population. Every single day. This is a talk where you'll hear absolutely everything you need to know about global trends when it comes to social media, as well as how these trends work in our country. Because — as you well know — we're always a bit different.

15:05-15:15

Break

15:15-16:00

Influencers: Authentic Media, Voljena Daničić

Do not mix up Instagram with influencers! That is a big NO! Instagram is just a channel, influencers are the medium. Special, free, creative. You can always expect the unexpected from them, just like from this talk.

16:00-16:10

Break

16:10-16:30

The Consumers are the Media, Milica Kuvalja

Consumers are a special (and somewhat strange and unpredictable) kind. Consumers like to share experiences, trust other people/consumers, and seek advice mostly from each other. Today they are no longer merely passive observers and recipients of marketing messages — they're active participants in reviews and conversations about brands. Their 15 minutes has come (maybe even more, we'll see), and their opinions are widely and readily available to other consumers. Because, today — the consumers are the medium.

16:30-17:00

Workshop

DAY II - 29.05.

9:00-13:00

Mindscales workshop: Cracking the codes of creativity and innovation or how do we decode the creative and innovative

People usually think that patterns' biggest enemy is innovative and creative thinking. And that's where they're wrong. Because behind even the most innovative ideas, hidden codes can be identified. Codes that — when mastered — might give your team an important leap forward when creating highly disruptive ideas. This workshop involves a conversation about these slightly mysterious codes, as well as the powerful tools that can stem from them. The Mindscales methods are tools created by analyzing the most innovative and creative award-winning campaigns from around the world, while decoding the recurring thought patterns embedded in them. The workshop will present examples of these thought patterns, as well as ways to translate them into simple practical thinking tools geared to direct the mind into specific creative thinking paths.

13:00-14:00

Lunch

14:00-14:30

Data Changing The World, Marija Matić

The new marketing has a prefix, too — data-driven marketing. When we talk about the revolution and the biggest changes in the media and advertising, we're actually talking about data. How is data becoming a competitive advantage, how it adds new value to products, and how is it becoming the new creativity — all this will be discussed in the talk.

14:30-14:40

Break

14:40-15:15

Do you believe the news, or are you using your own head?, Darko Crnogorac

We've all had at least a laugh thanks to Njuz.net. This talk will describe the genesis and evolution of the phenomenon of Njuz. We'll be talking about: How it all started; what Njuz actually is; which were the website's trademark news, what kind of (absolutely not funny) obstacles are faced by writers of satirical news nearly every day; everything that Njuz has done so far; what forms of advertising can it offer to potential clients; and is humor appropriate for every single product?

15:15-15:30

Break

15:30-16:00

Music Business Revolution, Bojan Musulin, CEO of IDJ digital

How IDJ changed the Balkans' music industry and became the region's leader.

What is the music industry and who are its main players; how do you build a career in music; and how do you make money on YouTube? Learn all this and then some firsthand from the IDJ team's longtime member. Bojan Musulin, Digital Distribution Director at IDJ Digital, will tell us all about how IDJ built one of the most recognizable media brands in the region. We'll be talking about the importance of content, visual identity, transparency, and audience education — all accompanied by anecdotes and interesting details! See you!

16:00-16:10

Break

16:10-16:45

The Next Web. Milica Kuvalja and Ljubica Vukčević

What is trick data; how bright is the future of the digital community; how Facebook decides on further development of its products aided by its users; integrated data thinking; and some more — all waiting for you served and ready for consumption at this talk.

16:45-17:00

Thank you and come again!