



## BBC College of Journalism Social Media Summit

### *Provisional running order*

#### *Day Two*

**When: Friday 20 May 2011**

**Where: Conference Centre, 5th Floor, BBC White City Building, London W12**

**Open event. Currently Sold out**

**NB: 10:10 is a ten-minute talk time, followed by a ten-minute Q&A.**

Time	Session
0930	Registration and coffee
1000	Welcome and introduction (Dr Claire Wardle, BBC College of Journalism).
1015 - 1100	<p><b>Cultural Change</b>            What elements are needed to make cultural change happen in a newsroom?            Panel with Peter Horrocks (BBC Global News), Raju Narisetti (<i>Washington Post</i>), Meg Pickard (<i>the Guardian</i>)</p>
1100 - 1130	<p><b>Editorial Issues</b>            What are the key editorial challenges that social media poses to mainstream media?            Video: Interview with Andy Carvin (NPR)            10:10: Esra Dogramaci (Al Jazeera)</p>

1130 - 1145	<i>Coffee break</i>
1145 - 1230	<p><b>Audience Expectations</b>  Does mainstream media own the news?  Panel with Ed Fraser (C4), Will Perrin (hyperlocal blogger) and Sina Motalebi (BBC Persian)</p>
1230 - 1330	<i>Lunch break</i>
1330 - 1420	<p><b>Technology &amp; Innovation</b>  Nic Newman presents latest Reuters Institute research  10:10 Liz Heron (<i>New York Times</i>)  Panel: Can mainstream media compete with start-ups in social media innovation?  Mark Little (Storyful) and Mark Rock (Audioboo).</p>
1420 - 1430	<i>Coffee break</i>
1430 - 1510	<p><b>What next?</b>  Claire Wardle and David Hayward lead a digital conversation - with feedback on tweets/blogs/questions gathered throughout the summit.</p>
1510 - 1545	Response to the day: Alan Rusbridger ( <i>the Guardian</i> )
1545	Close