

CIBAR 2009 – Outline of Proposed Conference Programme (28th August 2009)

16 th November 2009	17 th November 2009	18 th November 2009
<p>1000: Opening of conference and address by Erik Böttgermann, Director General of Deutsche Welle</p>	<p>0900: Information needs for the future. Panel with next generation of international broadcasting leaders to explore their perceptions of the future and likely information needs</p>	<p>0900: Whose new media, which platforms, with content? How does the world now look in terms of digital reach? How large is the digital divide, and is it narrowing or widening? How can audiences best be served?</p>
<p>1030-1100: Break</p>	<p>1030-1100: Break</p>	<p>1030-1100: Break</p>
<p>1100-1130: CIBAR at 25. A look at past achievements, current position and likely future direction</p>	<p>1100-1230: Meet the audience – a ‘live’ focus group. Linked to the first session, we bring together a group of users from the Bonn area to explore their views of what international broadcasters should and could do in future</p>	<p>1100-1215: Greater value from survey research – Holy Grail or blind alley? For much of its history, CIBAR has considered ways in which research spend for members can be rationalised. What are the current options?</p>
<p>1130-1230: Responding to crisis. As instability and uncertainty – political, financial, disaster and military – continue to define our world, how do audiences think international broadcasters have responded to the heightened and changing need for information?</p>		<p>1215: Closing of conference</p>
<p>1230-1400: Lunch</p>	<p>1230-1400: Lunch</p>	<p>1230-1430: Lunch</p>
<p>1400-1530: New research findings. A miscellany of research findings from the past year</p>	<p>1400-1530: Research needs for media development. Many European broadcasters (eg BBC, DW, RNW) and other organisations (eg Internews, IREX) are actively involved in media development work. What can research do to assist them?</p>	
<p>1530-1600: Break</p>	<p>1530-1600: Break</p>	<p>1500: Guided tour of House of History of the Federal Republic of Germany 1715: Visit to Brauhaus Boennsch</p>
<p>1600-1730: New research initiatives. Results from innovative research carried out since the last conference (e.g. BBC multicountry trackers; IBB new media projects; BBC/DW/RNW work on success measures etc.)</p>	<p>1600-1700: Patterns of multimedial use. As media and platform choice expand, what does research show about how audiences use the options available to them?</p>	
	<p>1700-1800: CIBAR Annual Business Meeting- Member organisations only</p>	
<p>1730: Reception at Deutsche Welle</p>	<p>1900: Bus leaves hotel for the Godesburg restaurant</p>	

