

Media Toptoo Industrial Forum

Bishkek, Manas Avenue 16

Novotel Bishkek

June, 4

MEDIA IN NEW REALITY

09:00-09:15	Participants registration Welcome coffee		
09.15-09.30	Greetings		
09:30-10:00	Venue: Grand Ballroom <i>Presentation</i> Media in Kyrgyzstan 2022: events, trends, challenges Elina Karakulova, Internews Country Director		
10.00 - 10.30	<i>Presentation</i> Government's effective communications in social media Ainura Temirbekova, Information Policy Service, Presidential Administration		
10.30 - 11.00	<i>Presentation</i> Innovative methods of identifying fakes, information sabotage and manipulations Yulia Dukach, Data-journalist, Texty.org.ua		
11:00-12:30	Grand Ballroom <i>Panel discussion</i> Media in new reality Yulia Dukach, Aidai Irgebaeva, Dmitry Lozhnikov, Ainura Temirbekova, Maia Mikashavidze, Aizada Kasmalieva, Bakyt Sharshenaliev Topic: New understanding of the media's mission when opinions are extremely polarized, when post-truth, misinformation and propaganda are rising. Audience: Journalists, bloggers, media experts and civic activists.	Meeting Room 2 <i>Presentation</i> Color in cinematography: aesthetics and harmony Valentina Kryshova, Moscow School of New Cinema Topic: A conversation about aesthetics and harmony of color, the language of color in cinema, color artistic solutions in pre-production. Working with the colorist and Q&A. Audience: Cinematographers: directors, cameramen, artists, colorists. Video artists, mediagraphic specialists.	Meeting Room 4 <i>Technical Presentation</i> Sinaps: service system for TV, sports complexes and theaters Oleg Ryjov, CJSC Trakt

		<p>Registration is required:</p> <p>(ru): https://forms.gle/S51uJh59mS8EwtaHA</p> <p>(kyr): https://forms.gle/X8yMtmPqoZRJFZn48</p>	
12:30-13:30	Lunch		
13:30-15:00	<p style="text-align: center;">Grand Ballroom</p> <p style="text-align: center;"><i>Panel discussion</i> Dialogue between media and the state</p> <p style="text-align: center;">Altynbek Jumaev, Dastan Bekeshev, Adil Turdukulov, Semetei Amanbekov, Akmat Alagushev, Dilbar Alimova, Ydyrys Isakov, Omurbek Sataev</p> <p style="text-align: center;">Topic: On the need for communications between the press and the state to strengthen the value of freedom of speech, and to protect journalists' safety rights by the government.</p> <p style="text-align: center;">Audience: All representatives of the media community, civil sector and the government.</p>	<p style="text-align: center;">Meeting Room 2</p> <p style="text-align: center;"><i>Panel discussion</i> Future of regional journalism</p> <p style="text-align: center;">Daniyar Sadiev, Maia Mikashavidze, Salkyn Sarnogoeva, Kairat Imanaliev, Marat Tokoev, Nazira Zhusupova, Maksuda Aitieva</p> <p style="text-align: center;">Topic: On the prospects for regional journalism development in Kyrgyzstan.</p> <p style="text-align: center;">Audience: Editors, regional journalists and government officials.</p>	<p style="text-align: center;">Meeting Room 4</p> <p style="text-align: center;"><i>Workshop</i> Color correction in cinematography Part 1. Harmonic schemes, color solution for films</p> <p style="text-align: center;">Valentina Kryshova, Moscow School of New Cinema</p> <p style="text-align: center;">Topic:</p> <ul style="list-style-type: none"> ● Assessing the volume of work, dividing into shots, leading scenes and frames ● Working with references, color solution for films ● Harmonic schemes and Teal&Orange, BleachByPass, Black&White <p style="text-align: center;">Audience: Cameramen, directors and colorists.</p> <p style="text-align: center;">Registration is required: (Rus): https://forms.gle/S51uJh59mS8EwtaHA (Kyr): https://forms.gle/X8yMtmPqoZRJFZn48</p>
15:00-15:10	Coffee-break		
15:10-16:30	<p style="text-align: center;">Grand Ballroom</p> <p style="text-align: center;"><i>Panel discussion</i> Bloggers and political discourse in Kyrgyzstan</p>	<p style="text-align: center;">Meeting Room 2</p> <p style="text-align: center;"><i>Presentation</i> Social networks: effective media strategies</p>	<p style="text-align: center;">Meeting Room 4</p> <p style="text-align: center;"><i>Workshop</i> Color correction in cinematography</p>

	<p>Toktosun Shambetov, Ulan Usoiun, Elena Nechaeva, Daniyar Amanaliev, Dosym Satpaev, Elmira Toktogulova</p> <p>Topic: Discussion of bloggers' influence on socio-political discourse, civic education and promotion of media literacy.</p> <p>Audience: Journalists, bloggers, media experts, civic activists.</p>	<p>Meerim Osmon, new media specialist</p> <p>Topic: The session will present a review of key social networks and the ways to increase and engage audiences. Review of the most advanced packaging techniques with examples from local and international brands.</p> <p>Audience: SMM specialists of media outlets, journalists interested in increasing audiences, as well as managers involved in developing new SMM strategies.</p>	<p>Part 2. Work with saturation, sharpness and film grain</p> <p>Valentina Kryshova, Moscow School of New Cinema.</p> <p>Topic: Work with saturation, sharpness and grain in Printer Light and RGB Mixer.</p> <p>Audience: Colorists</p> <p>Registration is required: (Rus): https://forms.gle/S51uJh59mS8EwtaHA (Kyr): https://forms.gle/X8yMtmPqoZRJFZn48</p>
<p>16:30-17:30</p>	<p><i>Presentation</i> TikTok for media: What's the point?</p> <p>Azat Khalimov, producer of Yolo House Askhat Khalimov, producer of BIP House</p> <p>Topic: World leading TikTok House producers will share how to package media content for TikTok to increase and engage different audiences. Local and international cases.</p> <p>Audience: Content makers and media managers.</p>		
<p>17.30 - 18.15</p>	<p><i>Presentation</i> Creative economy in Kyrgyzstan: the role of media</p> <p>Daniyar Amanaliev, ololo business conductor</p> <p>Topic: What is creative economy and why media should be part of its development.</p>		

	Audience: All representatives of the media market.		
18.15-19.00	Media Chill Venue: Novotel Summer Patio		

June 5
CONTENT PRODUCTION FOR SOCIAL CHANGE

09:30-09:45	Grand Ballroom Participants Registration Welcome coffee	Meeting Room 4
09:45-10:00	<i>Greeting</i> Elina Karakulova, Internews Country Director	
10:00-11:30	<i>Panel Discussion</i> Filmmaking for social change Gulbara Tolomusheva, Vitaly Mansky, Akzhol Bekbolotov, Ruslan Akun, Chyngyz Narynov, Elena Laskari, Daniil Berger	
11:30-13:00	<i>Hybrid Presentation</i> Global Platforms: Content they search for Chris Hastings, Executive Producer and Editorial Manager, PBS World Klara Nilsson Grunning, Commissioning editor, Norwegian Film Institute Chris deFaria, Hollywood-based Producer, Former President, Dreamworks Animation Tim Horsburg, Independent Producer and interim executive staff at National Geographic Documentary Films Jay Roewe, Senior Vice President for West Coast Productions, HBO Gita Saedi Kiely, FilmAid Director, Internews Zhanna Shegay, Film and Arts Project Coordinator, Internews Topic: The type of content the global leading platforms are looking for, how they decide on funding and distribution, and their advice on the application process. Audience: Producers of audiovisual content.	<i>Technical Presentation</i> Digispot II: system features and 2.17 new version Petr Molchanov, CJSC Trakt <i>Technical Presentation</i> Review of Cinegy solutions for TV production Mikhail Efimov, Cinegy

13:00 -14:00	Lunch		
14:00- 15:30	<p style="text-align: center;">Grand Ballroom</p> <p style="text-align: center;"><i>Presentation</i> Public art: A form of communication</p> <p style="text-align: center;">Meder Akhmetov, Artist</p> <p style="text-align: center;">Topic: Mosaic, graffiti, 3D structures and other forms of visual communication: public art outside traditional galleries.</p> <p style="text-align: center;">Audience: Media critics, journalists and editors covering culture and art, as well as film producers and representatives of other types of creative industry.</p>	<p style="text-align: center;">Meeting Room 2</p> <p style="text-align: center;"><i>Presentation</i> Recent transformations in film festivals</p> <p style="text-align: center;">Victoria Belopolsky, Program director, Artdocfest</p> <p style="text-align: center;">Topic: Transformation of the role of film festivals.</p> <p style="text-align: center;">Audience: Filmmakers</p>	<p style="text-align: center;">Meeting Room 4</p> <p style="text-align: center;"><i>Technical Presentation</i> Educational studio LogoVision</p> <p style="text-align: center;">Dmitry Glavatskikh, DNK-TV</p> <p style="text-align: center;">NewTeck IP technologies in TV</p> <p style="text-align: center;">Victor Guber, DNK-TV</p>
15:30- 15:45	Coffee-Break		
15:45- 17:15	<p style="text-align: center;">Grand Ballroom</p> <p style="text-align: center;"><i>Presentation</i> Film posters: composition, color, font</p> <p style="text-align: center;">Vasilisa Zemsanova, Founder of Red Poster Studio</p> <p style="text-align: center;">Topic: Drafting film poster: visual concentration, meaning of empty space in composition, font and color as a language of expression. Difference in posters for mainstream and independent films, posters finalization for printing.</p> <p style="text-align: center;">Audience: Filmmakers, graphic designers, other specialists working with visual content.</p>	<p style="text-align: center;">Meeting Room 2</p> <p style="text-align: center;"><i>Presentation</i> Successful pitch. Where, why and how?</p> <p style="text-align: center;">Gita Saedi Kili, Director at Filmaid</p> <p style="text-align: center;">Victoria Belopolsky, Program Director at Artdocfest</p> <p style="text-align: center;">Topic: Ingredients of successful pitch and different financing models.</p> <p style="text-align: center;">Audience: Filmmakers</p>	<p style="text-align: center;">Meeting Room 4</p> <p style="text-align: center;"><i>Technical Presentation</i> Artel: Simplifying Media Transport</p> <p style="text-align: center;">Egor Tyagunov, Artel Video Systems</p>
17:15- 18:30	<i>Online presentation</i> Children's content: Global trends		

	Adam Woodgate, Senior Vice President, Media Trends, Dubit	
18:30- 19:30	After-party	