

IMMAA 2017 - Programme and Contacts with Guests

Monday, Sep.11 - MackGraphe Building (Mackenzie)				
	Session	Guest	Role	Institution
10:00	Welcome and Opening Address	Marcelo Carbone	Dean	Sao Paulo State University - UNESP
		Marcos Nepumoceno Duarte	Speaker	Mackenzie Presbyterian University
		Paulo Faustino	Speaker	IMMAA
		Francisco Belda	Speaker	Sao Paulo State University - UNESP
		Fred Utsonomya	Speaker	Mackenzie Presbyterian University
10:30	Plenary session I	Guest	Role	Institution
	Business Synergies Between Legacy and New Media	Paulo Faustino	Chair	IMMAA
		Fábio Arruda Mortara	Speaker	ABIGRAF
		Celso Figueiredo Neto	Speaker	Mackenzie Presbyterian University
Eli Noam		Speaker	Columbia University	
12:00	Brunch	at MackGraphe Building (Mackenzie)		
2:00	Plenary session II	Guest	Role	Institution
	Challenges for News Media Industry and Digital Opportunities	Monica Herrero	Chair	Navarra University
		Rodrigo Flores	Speaker	UOL
		Angela Pimenta	Speaker	Institute for the Development of Journalism - PROJOR
Marco Tulio Pires		Speaker	Google News Lab	
3:45	Coffee break	at MackGraphe Building (Mackenzie)		
4:00	IMMAA's Round Table	Guest	Role	Institution
	Dynamics, Politics and Media Systems in the BRICs	Eli Noam	Chair	Columbia University
		Elena Vartanova	Speaker	Lomonosov Moscow State University
		Fernando Oliveira Paulino	Speaker	Universidade de Brasília (UnB)
Xiao Zhou		Speaker	Fudan University	
5:00	Parallel Sessions B	at Center of Applied Social Science (CCSA) Mackenzie University (A building in the same campus)		Institution
	Room 1 (inglês)	The Chinese Media Market	Xiao Zhou	
	Room 2 (português)	Innovation and Creativity in Media Industries	Antônio Francisco Magnoni	
6:30	Hotel			

8:00

Dinner

Tuesday, Sep.12 - Center of Communication and Letters (Mackenzie)

	Plenary session IV	Guest	Role	Institution
9:00	The European, American, Chinese and Latin American Perspective on Media Regulation	Paulo Faustino	Chair	IMMAA
		Eli Noam	Speaker	Columbia University
		Antonio Francisco Magnoni	Speaker	Sao Paulo State University - UNESP
		Steve Wildman	Speaker	Michigan State University
		Xiao Zhou	Speaker	Fudan University
	Special session	Guest	Role	Institution
10:00	JOCIS: Jornal of Creative Industries and Cultural Studies	Francisco Belda	Chair	Sao Paulo State University - UNESP
		Paulo Faustino	Speaker	IMMAA
		Steve Wildman	Speaker	Michigan State University
10:15	Coffee break	at Center of Communication and Letters		
10:30	Parallel Sessions C	at Center of Applied Social Science (CCSA) Mackenzie University (A building in the same campus)	Coordinator	Parallel Sessions A
	Room 1 (inglês)	Media economics and sustainability		
	Room 2 (português)	Media and Society	Antônio Francisco Magnoni	
12:30	Lunch	at Maria Antonia Restaurant & Coffee		
	Public Debate	Guest	Role	Institution
2:00	Looking for the Future: Crisis, Disruption and Challenges in Media Markets	Angela Pimenta	Chair	Institute for the Development of Journalism
		Eli Noam	Speaker	Columbia University
		Elena Vartanova	Speaker	Lomonosov Moscow State University
		Ricardo Gandour	Speaker	CBN Radio / ESPM
	Plenary session VIII	Guest	Role	Institution
3:00	Workshop on Media Business Models Innovation		Chair	Lomonosov Moscow State University
		Steve Wildman	Speaker	Michigan State University
		Castulos Kolo	Speaker	Macromedia University

4:00	Coffee break	at Center of Applied Social Science (CCSA) Mackenzie University (A building in the same campus)		
4:15	Parallel Sessions D	at Center of Applied Social Science (CCSA) Mackenzie University (A building in the same campus)	Coordinator	Parallel Sessions A
	Room 1 (inglês)	Creative Industries and Creative Projects		
	Room 2 (português)	Media economics and sustainability	Antônio Francisco Magnoni	
6:00	Closing ceremony	at Center of Communication and Letters		
6:30	Hotel			
8:00	Dinner			