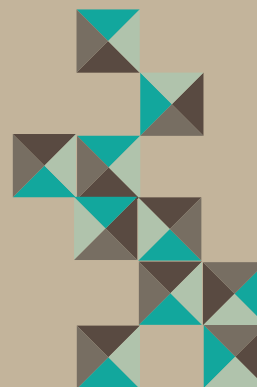




Conference and Course of
Creative Industries and
Media Management

CREIMA

Porto, Portugal,
19th-22nd September 2018



(PRELIMINARY PROGRAMME)

Application and admission

Faculty of Arts and Humanities of University of Porto and Project of Innovation in Media, Entrepreneurship and Digital Drivers in partnership with International Media Management Association - IMMAA

Under the Creative Industries Media Management (CREIMA) name, this conference and course is an initiative to stimulate the research and the transfer of knowledge and experience among professors, professionals and students of communication. It is an opportunity to present and get to know projects about the media industry. CREIMA is a unique opportunity for students to present and develop their projects in an environment that explores both academic and industry scopes, creation and innovation. Its international dimension, with prominent teachers from various geographies, will foster networking and debate, and disclose the most current research and development across the world.

Organizers:

Faculty of Arts and Humanities of University of Porto, Project of Innovation in Media, Entrepreneurship and Digital Drivers and Centre for Research in Communication, Information and Digital Culture and International

Co-Organizers:

IMMAA - International Media Management Academic Association

Collaboration:

Master's Degree in Communication and Creative Industries Management

Applicants should have a Masters degree (or have completed the school year and are working on the dissertation) or equivalent or PhD students or candidates working on one of the fields below. Applicants should also have a good level of comprehension in english, spanish or portuguese.

Work Fields: Creative Industries, Digital Media, Multimedia, Journalism, Video, Music, Design, Photography, Web and Mobile Development, Film Studies, Communication Sciences, Print Media, Advertisement, Intellectual Property and Arts.

Subjects: Production, Innovation, Research, Entrepreneurship, Business Models, Management, Internationalization, Marketing, Communication, Economy, Public Policies, Local and Regional Development, Fake News, Media Literacy.

For applications, please submit your C.V. and statement of purpose through the email paulo.faustino.immaa@gmail.com

Summer school fee:

Early Application: 60 euros

Later Application: 150 euros

Deadline: Early Application - **September 5**
Later Application - **September 12**

► We only accept reservations for
the official accommodation
until **August 31 2018**

More information about the accommodation is available
in the last pages of this programme.

Contacts:

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Partners:

Media XXI, CITCEM, CIC.DIGITAL

IMMAA Scientific Board:

Paulo Faustino / University of Porto;
John Lavine / Northwestern University;
Eli Noam / Columbia University;
Christian Scholz / Saarland University;
Monica Herrero / Navarra University;
Elena Vartanova / Lomonosov Moscow State University;
Steve Wildman / State Michigan University;
Seongcheol Kim / Korea University

Course Direction:

Paulo Faustino / University of Porto

the programme



19th September

2018

09:30 – 09:45 Opening Session

Paulo Faustino (University of Porto and President of International Management and Academic Association), Armando Malheiro (President of CIC.Digital Porto's branch, Director of the PhD in Information and Communication in Digital Platforms), and Manuela Pinto (University of Porto and CIC.Digital)

09:45 – 11:00 Keynote Speaker: Eli Noam (Columbia University)

09:45 – 10:45 Topic: The economy of the media: Changes and market trends.

10:45 – 11:00 Discussion

11:00 – 11:15 Coffee Break

11:15 – 12:30 Keynote Speaker: Steve Wildman (State Michigan University)

11:15 – 12:15 Topic: Intellectual Property and Regulations Challenges for Media and Creative Industries.

12:15 – 12:30 Discussion

12:30 – 14:00 Lunch

14:00 – 15:15 Roundtable: Creative Industries Business, Media and Digital Content Platforms | Chair: Michal Glowacki |
Speakers: Eli Noam, Christopher Bildin, Mark Deuze, Castulus Kobo, James Breiner

15:15 – 15:30 Coffee Break

15:30 – 16:30 Thesis and Projects Presentation and Discussion

15:30 – 16:30 English Presentations | Chair: Eli Noam

15:30 – 16:30 Portuguese/Spanish Presentations | Chair: António Machuco

20:30 – 22:00 Dinner provided by organization. Location: TBD.

20th September

2018

09:30 – 10:45 Lecture. Mark Deuze (University of Amsterdam)

09:30 – 10:30 Topic: Media Industries Challenges, Fake News and Reputation.

10:30 – 10:45 Discussion

10:45 – 11:00 Coffee Break

11:00 – 12:30 Thesis and Projects Presentations and Discussion

11:00 – 12:30 English Presentations | Chair: Steve Wildman.

11:00 – 12:30 Portuguese/Spanish Presentations | Chair: Rui Cádima.

12:30 – 14:00 Lunch

14:00 – 15:15 Lecture. Michal Glowacki (University of Warsaw)

14:00 – 15:00 Topic: Creative and Media Industries Clusters.

15:00 – 15:15 Discussion

15:15 – 16:15 Thesis and Projects Presentations and Discussion

15:15 – 16:15 English Presentations | Chair: Paulo Faustino.

15:15 – 16:15 Portuguese/Spanish Presentation | Chair: Manuela Pinto.

16:15 – 16:30 Coffee Break

16:30 – 17:45 Lecture. Mónica Herrero (Navarra University)

16:30 – 17:30 Topic: The media market. Future and trends.

17:30 – 17:45 Discussion

21st September 2018

09:30 – 10:45 Lecture. Christopher Bilton (University of Warwick)

09:30 – 10:30 Topic: Leadership and Talent Management in Creative Industries.

10:30 – 10:45 Discussion

10:45 – 11:00 Coffee Break

11:00 – 12:15 Industry Expert. João Palmeiro (President of the European Google Fund for Media Innovation and the Portuguese Press Society)

11:00 – 12:00 Topic: Media, Innovation, Creative Industries and Digital Business Models.

12:00 – 12:15 Discussion

12:30 – 14:00 Lunch

14:00 – 15:00 Thesis and Projects Presentation and Discussion

14:00 – 15:00 English Presentations | Chair: Castulus Kobo.

14:00 – 15:00 Portuguese/Spanish Presentations | Chair: Monica Herrero.

15:00 – 17:00 Field trip to Livraria Lello

20:30 – 22:00 Dinner provided by organization. Location: TBD

22nd September 2018

09:30 – 10:45 Lecture. James Breiner (Navarra University)

09:30 – 10:30 Topic: Digital Content Production and Fake News

10:30 – 10:45 Discussion

10:45 – 11:00 Coffee Break

11:00 – 12:00 Books and Journal of Creative Industries and Cultural Studies/JOCIS Presentation by Paulo Faustino

12:00 – 13:00 Thesis and Project Presentations and Discussion

12:00 – 13:00 English Presentations | Chair: Mark Deuze.

12:00 – 13:00 Portuguese/Spanish Presentations | Chair: Armando Malheiro.

13:00 – 14:30 Lunch & Networking

14:30 – 15:30 Thesis and Projects Presentation and Discussion

14:30 – 15:30 English Presentations | Chair: Christopher Bilton.

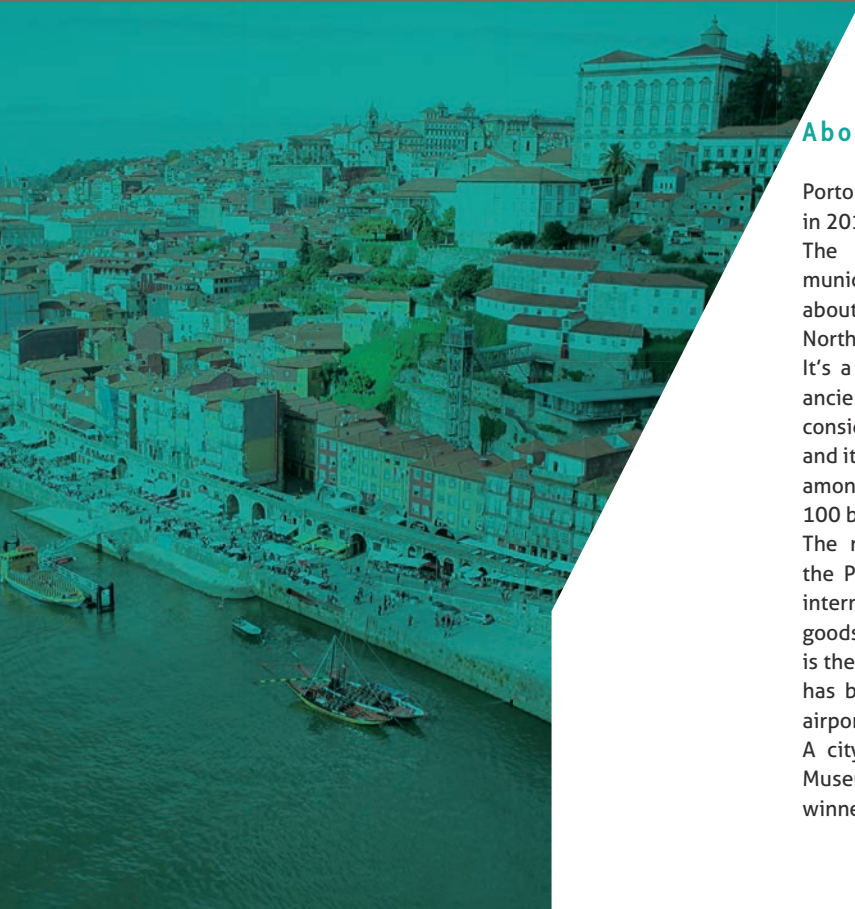
14:30 – 15:30 Portuguese/Spanish Presentations | Chair: Paulo Faustino.

15:30 – 16:00 Course Close
Paulo Faustino, Eli Noam, Mónica Herrero and Manuela Pinto

More information
about the programme



More information about the programme



About Porto

Porto was recently considered the best European destination in 2014. It's a Portuguese city located in Northwest Portugal. The metropolitan area is constituted by 17 adjacent municipalities, which form together a single urban area, with about 1,682,492 inhabitants, making it the largest city in Northwestern peninsular area.

It's a city known worldwide for its wine, the bridges and ancient and contemporary architecture. Its historic center was considered World Heritage by UNESCO, for its gastronomy and its main public university, the University of Porto, placed among the top 350 universities in the world and among the 100 best universities in Europe.

The region is also served by two major infrastructures: the Port of Leixões, representing 25% of the Portuguese international trade and handling about 14 million tons of goods per year, and the Francisco Sá Carneiro Airport, which is the best airport in Portugal in terms of terminal space and has been awarded as the world's best in the category of airports up to 5 million passengers.

A city of Art and Architecture, famous for the Serralves Museum (and its new Miró collection), designed by Pritzker-winner Siza Vieira, and for the groundbreaking Casa da

Música (House of Music).

Porto is a reflection of the Portuguese spirit of conquer that lead the country to the Discoveries, home of many illustrious figures: Souto Moura (another Pritzker-winner from Porto), J. K. Rowling, Manuel de Oliveira, Guilhermina Suggia, Prince Henry the Navigator and many others.

Today, Porto is one of the main motors of Portugal's creative, scientific and economical drive, contributing to show the country's global perspective, cultural importance, tolerance spirit, and position in the world.

Arriving to Porto

By plane

The Francisco Sá Carneiro airport, was considered, in 2010, by the Airports Council International (ACI), the second best airport in Europe in the traffic category and, in 2007, it was considered the best European airport up to 5 million passengers.

This airport is very convenient due to: the existence of flights to all European capitals, including low-cost (internal flights



to Lisbon can cost between 10 to 50 euros), and easy access to the center of the city, through metro, with brief waiting time, good passing frequency, and low cost – the trip costs about 2.00€. A taxi ride to the centre costs around 20 euros.

By train

The city has two train stations. Campanhã is the one where most trains, including from Lisbon, stop. It's connected to the city center by metro and by train to São Bento station, which is worth a visit. Fast trains to Lisbon take between 2h30 and 3h and they stop in cities such as Aveiro and Coimbra, and close to beaches. There are international connections to Galicia and Madrid.

IMMAA

www.immaa.org

IMMAA (International Media Management Academic Association) is a consortium of academic researchers, international professors, attendees and affiliates, and academic institutions all connected around the subject of Media Management.

The main goal of IMMAA network is developing an international research on Media Management, towards students and professionals placed in this field of interest,

moreover to organize conferences, workshops and to divulge scientific publications on the subject.

Porto University

<https://sigarra.up.pt/>

Institution of public higher education, founded on 1911. It is the second largest Portuguese university and it is responsible for over 20% of scientific articles in Portugal. It has 14 faculties, located on 3 poles.

UP is also known internationally for producing scientific



research. Laboratories subscribe more than a fifth of the Portuguese scientific articles. In September 2014, the QS

World University Rankings ranked the university as 293th best in the world, and as the best in Portugal.

We share the language and cultural strings with countries such as Brazil, Angola, Cape Verde and Mozambique. UP receive more and more students and researchers not only from these countries, also from Europe, Asia, Latin America and North America.

Porto is very close to Galicia, maintaining a cooperation at several levels, region that has one of the oldest universities of the word – Santiago de Compostela, which is also partner of this summer school.

The Faculty of Arts

https://sigarra.up.pt/flup/en/web_page_inicial

FLUP, with more than 3000 students, offers courses in 1st, 2nd and 3rd cycles in the areas of Human and Social Sciences. Among several research centres, we highlight CIC.DIGITAL, which has a research line in media innovation and management and INESC, a lab for the Technology and Sciences.

FLUP has Masters in Communication, Information, and Creative Industries, and PhD programmes, such as in Digital Media with the Faculty of Engineering and the University of Texas. It has been organizing training initiatives for media



More information about the programme

companies at national level and for the region of Porto/north of Portugal.



FLUP participates in a wide range of international programmes, such as Erasmus, Lingua, Comenius, Culture, Tempus, Interreg, Jean Monnet, Alfa, Leonardo da Vinci, and the 7th Framework.

UPTEC and PINC

<http://uptec.up.pt/en>

Porto has highly invested in the creation of a strong creative cluster, with a great impact in the economy of the region and the country. UP has been developing a Science and Technology Park – UPTEC – which integrates a Creative Industries Center. UPTEC PINC is the attraction and meeting space for people who look to experience, explore and develop their creativity in entrepreneurial ways.

The Creative Industries Center of UPTEC (UPTEC PINC) has received more than a hundred creative based business projects, in a field of design, communication, architecture, audiovisual, music, visual arts, performing arts and publishing.

CIC.DIGITAL

<http://www.cicdigital.org/>

The CENTER FOR RESEARCH IN COMMUNICATION, INFORMATION AND DIGITAL CULTURE (CIC-DIGITAL) is an inter-university and multi-located research unit devoted to research in Communication and Information Sciences. It brings together four previous R&D units accredited by the

Foundation for Science and Technology and it is organized into four poles hosted in four of the most prestigious Portuguese universities: Faculty of Social and Human Sciences of the Nova University of Lisbon; Faculty of Arts, University of Porto; Aveiro University; Lusófona University of Humanities and Technologies.

The CIC.Digital corresponds to a specific and fundamental redesign of communication sciences, requiring the gathering of knowledge and synergies between the communication sciences and the sciences and technologies of information and communication, which became their infrastructure and one of the meta-languages or the prevailing conditions of knowledge.

Field trip to Jornal de Notícias

www.jn.pt

Jornal de Notícias (JN) (meaning Journal News in English) is a Portuguese daily national newspaper, one of the oldest in Portugal. JN was founded in Porto and was first published on 21 June 1888. Its headquarters are in downtown Porto, close to the venue of the summer school.



Field trip to Vairão Campus

Located in Vila do Conde, a city close to Porto (30 minutes by car), this campus of the Sciences Faculty of Porto University hosts the Agrarian Campus. Besides long fields and laboratories, it also counts with a swimming pool.



Dinner at the seafront

After a day in Vairão Campus students will have dinner at a seafront restaurant in piscatorial Vila Chã. The outstanding Salitre restaurant is specialized in fish and seafood that one can enjoy while looking at the beach.



Field trip to CEIIA

<http://www.ceia.com/>

CEIIA – Centre for Excellence and Innovation in the Automotive Industry, is a private entity that associates the main Portuguese Associations, Technical Universities, R&D Centres, Public Agencies and Suppliers from the automotive



and aeronautical industry. Engineering activities at CEIIA cover both automotive (specially electric mobility) and aeronautical engineering with integrated product and process development for the mobility industries, with full

More information about the programme

capabilities for product development including styling, design and engineering, prototyping and test.

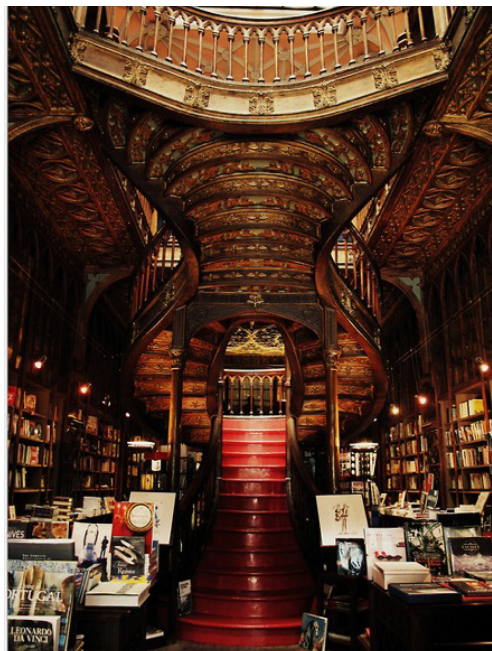
The automotive and mobility area at CEIIA has its main objective on the conception and development of an integrated pack of projects focused on industrialization and marketing of new mobility products and services.

This set of projects comprehends the development of infrastructure, charging equipment for two and four wheeled vehicles and new vehicle solutions, conceived to integrate the MOBI.E model concepts, allowing for an integration of several services and the interaction with the electric grid, the urban transportation system and the city information network. Recently CEIIA was moved to new facilities in an impressive building close to the sea.

Field trip to Lello Bookstore

<http://www.livrarialello.pt/en/>

One of the most beautiful bookstores in the world, famous for inspiring Harry Potter's Hogwarts. Open since 1906, Livraria Lello has housed men of arts and letters, has been the inspiration for acclaimed authors, a place for social gatherings, performances and a serene library for many of Invicta's avid readers. Today it receives thousands of visitors



from around the world, who everyday enter our doors to visit this neo-Gothic gem from the beginning of the twentieth century.

Walk and boat tour

During the walk tour, to and from the boat tour, students will see the following attractions:

Clérigos Tower – the most iconic building of the city, a 250 years old Baroque bell tower built by Nicolau Nasoni in granite and marble.



More information about the programme



Vitória's viewpoint – a privileged view over the riverfront, the cathedral, the Douro river and the Port wine cellars in Gaia.



Ferreira Borges Market – a pearl of the industrial architecture now hosts the musical and cultural venue Hard Club.



Boat trip – a one-hour boat trip to discover all the six bridges over the Douro in Porto and Gaia.



Rua das Flores – a recently renovated old street, full of coffeshops, restaurants, old façadjoes and museums to visit.



Cubo Square – the main square at the riverfront, once an important stop for the boats, now is full of terraces to appreciate the view.



Café Majestic – one of the oldest cafés in Porto, its name says it all.



More information about the programme



Funicular to Batalha – Going up from the Riverfront to Downtown can be exhausting so it's a good opportunity to take the funicular and meet the Batalha area, also full of monuments.



São Bento train station – Besides its remarkable architecture it's worth a visit inside to admire the traditional tiled panels that cover the walls of the vestibule.




Praça da Liberdade – the most central square of Porto, from there you can admire the Allies avenue crowned by the city hall.

During the walk and boat tour, the participants will make a stop to taste the beverage that got the city's name. Port is a famous fortified wine produced in the Douro Valley. It is typically a sweet, red wine, often served as a dessert wine, though it also comes in dry, semi-dry, and white varieties.

The tasting will be held at the Port Wine Institute.





More information
about the official
accommodation

More information about the official accommodation

SEMINÁRIO DE VILAR

Seminário de Vilar is located at R. Arcediago Vanzeller, 10 minutes walking distance from the Faculty of Arts and Humanities of University of Porto.

55€/night - contact us for reservations

The seminary is located close to the main venue of the Summer School and also perfect to visit most of the city's attractions.

Breakfast is included in the reservation.





ENJOY!