Conference and Course of
Creative Industries and Media Management
CREIMA
Porto, Portugal,
19th–22nd September 2018
Application and admission

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


Free admission upon registration through the email: paulo.faustino.immaa@gmail.com
Contacts:
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00351 965865756
faustino.paulo@gmail.com

Internet Access:
Network: UPORTO
Login: eventosflup
Password: curso2018

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

10:00 – 10:15 Opening Session
Paulo Faustino (University of Porto and President of International Management and Academic Association), Armando Malheiro (President of CIC.Digital Porto, Director of the PhD in Information and Communication in Digital Platforms), and Manuela Pinto (University of Porto and CIC.Digital)

10:15 – 11:15 Lecture. Michal Glowacki (University of Warsaw)
10:00 – 11:00 Topic: Creative and Media Industries Clusters
11:00 – 11:15 Discussion
11:15 – 11:30 Coffee Break

11:45 – 12:45 Entrepreneurship, Business and Crowdfunding in the Creative Industry
11:45 – 12:25 Presentation of Case Studies and Projects
12:25 – 12:45 Discussion
12:45 – 14:30 Lunch Hour

13:00 – 13:30 Keynote Speaker: Industry Expert, João Palmeiro (President of the European Google Fund for Media Innovation and the Portuguese Press Society)
11:15 – 11:30 Discussion
11:30 – 11:45 Coffee Break

14:30 – 15:45 Keynote Speaker: James Breiner (University of Navarra)
14:30 – 15:30 Topic: Entrepreneurship in Digital Media and Creative Businesses
15:30 – 15:45 Discussion

19th September 2018

10:00 – 11:15 Lecture. Michal Glowacki (University of Warsaw)
10:00 – 11:00 Topic: Creative and Media Industries Clusters
11:00 – 11:15 Discussion
11:15 – 11:30 Coffee Break

11:30 – 12:45 Keynote Speaker: James Breiner (University of Navarra)
11:30 – 12:30 Topic: How to Build Media Credibility and Sustainable Value in the Post-Truth Era
12:30 – 12:45 Discussion

12:45 – 14:30 Lunch Hour

14h30 – 16:00 Roundtable: Creative Industries Business, Media and Digital Content Platforms
Chair: Paulo Faustino, João Palmeiro | Speakers: James Breiner, Maciej Soldan, Michal Glowacki, Steve Wildman

20th September 2018

12:45 – 14:30 Lunch Hour
21st September 2018

10:00 – 11:15 Lecture. Chris Bilton (University of Warwick)
10:00 – 11:15 Topic: Rethinking the Value Chain: Creative Industries and the New Intermediaries
11:00 – 11:15 Discussion
11:15 – 11:30 Coffee Break
11:30 – 12:14 Lecture. Maciej Sołdan (University of Warsaw)
11:30 – 12:30 Topic: Entrepreneurship and Media Globalisation from a Central European View
12:30 – 12:45 Discussion
12:45 – 14:30 Lunch Hour

22nd September 2018

10:00 – 11:15 Lecture. James Breiner (University of Navarra)
10:00 – 11:15 Topic: They seem like dirty words, but journalism entrepreneurs need to say them
11:00 – 11:15 Discussion
11:15 – 11:30 Coffee Break
11:30 – 12:45 Lecture. Mark Deuze (University of Amsterdam)
11:30 – 12:30 Topic: Media Entrepreneurship Around The World
12:30 – 12:45 Discussion
12:45 – 13:00 Closing Session Paulo Faustino and Manuela Pinto
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<tr>
<th>Date</th>
<th>Morning 10h00 - 13h00</th>
<th>Afternoon 14h30-16h30</th>
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<tr>
<td>Sep 19 (Wed)</td>
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<td>Sep 20 (Thur)</td>
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ENJOY!