



**Preliminary conference program**  
IMMAA Conference 2023  
Media Transformation. A road map for the future

Al Akhawayn University in Ifrane, Ifrane, Morocco, Oct. 19-21, 2023

**Dates:**

19th – 21st, October 2023

**Conference languages:**

English, French, Arabic

**Hosts:**

Al Akhawayn University in Ifrane, Ifrane, Morocco  
IMMAA International Media Management Academic Association

**Participants:**

IMMAA members, non-members, and students

**Program:**

All items are included in the conference fees.

- (1) Welcome reception
- (2) Plenary sessions
- (3) Parallel sessions
- (4) Conference luncheons
- (5) Gala Dinner with transportation
- (6) Pre-conference visit on arrival day, Oct. 19
- (7) Bus shuttles from the airport to the conference site in Ifrane and back will be provided

**Day 1- Thursday, October 19. Arrival day. Pre-conference tour and welcome reception**

Time	Event
4:00pm – 6:00pm	Pre-conference visit to a media organization in Casablanca
6:00pm – 8:00pm	Departure to the conference site in Ifrane

### Day 2- Friday, October 20. Conference

Time	Event
08:00am – 09:00am	Registration
09:00am – 09:15am	Welcome and opening address
09:30am – 10:30am	Plenary Session 1
10:30am – 11:00am	Coffee Break
11:00am – 12:30pm	IMMAA panel
12:30pm – 01:30pm	Luncheon
02:00pm – 03:30pm	Parallel Sessions A
03:30pm – 03:45pm	Coffee Break
03:45pm – 04:30pm	Parallel sessions B

### Day 3 Saturday, October 21. Conference

Time	Event
09:30am – 10:30am	Plenary Session 2
10:30am – 11:00am	Coffee Break
11:00am – 12:30pm	Parallel Sessions C
12:30pm – 01:30pm	Luncheon
02:00pm – 03:30pm	Parallel Sessions D
03:30pm – 04:00pm	Closing session
05:00pm departure	Bus drive to the gala dinner and return to Ifrane

### Sunday, Oct. 22

Time	Event
To be defined	Bus departures to airports.

Visit the IMMAA website, [www.immaa.org](http://www.immaa.org), for more information about the program, travel, and accommodation details.

If you have any questions, please email [conference@immaa.org](mailto:conference@immaa.org).

We look forward to your participation in this 17th IMMAA conference and welcoming you in Ifrane, Morocco, Oct. 19-21, 2023.