

# Understanding the changing media landscape

The background features a complex, abstract design of overlapping, semi-transparent geometric shapes. These shapes include triangles, rectangles, and circles in a variety of colors such as orange, yellow, green, purple, and blue. The shapes are layered, creating a sense of depth and movement. The overall aesthetic is modern and dynamic, typical of a professional seminar or conference graphic.

Thursday 16th February 2012  
Chartered Accountants House  
Linenhall Street, Belfast

**agendaNi** seminar

# A changing media landscape

## A new media world...

In the last few years the media landscape has changed dramatically. Communication is no longer a one-way process and people demand access to news and information 24/7. Smart phone and tablet technologies present tremendous opportunities in the digital world but how will this affect the more traditional ways of communicating? What will be the impact on the print, publishing and broadcasting industries? The rise of social networks has allowed people a direct connection to brands and information – how has this changed the face of public relations?

This seminar will examine the transformation of the media and also ask, what's next? An expert speaker panel of senior media and communications professionals will discuss key themes including:

- The post-digital media age: what's worked and what hasn't?
- Buying media in challenging times
- The role of radio in a digital landscape
- Looking to the future of the newspaper industry
- Social media: the new media landscape
- The future of journalism in a digital age
- The future of media: what's next?

## Who should attend?

The seminar will be of interest to anyone whose role requires an understanding of different media platforms, and how these platforms are evolving. It will be of particular interest to:

- ✓ Media, public relations and communications professionals
- ✓ Advertising and marketing professionals
- ✓ External relations and public affairs managers
- ✓ Business owners / managers
- ✓ Public sector communications managers



## Networking opportunity

The seminar is structured in a way to provide a high level of interaction between speakers and delegates. There will be plentiful opportunities for questions as well as discussion in each of the sessions. In the breaks and margins of the event there will also be scope for networking and business development.

# Thursday 16th February, Chartered Accountants House

09.00 Chairman's welcome and introduction

*Buying media in challenging times*

**Tony Axon**, Media Director  
Navigator Blue

*Looking to the future of the newspaper*

**Mike Gilson**, Editor, Belfast Telegraph

*Tales from the digital space*

**Tim McKane**, Chief Executive  
Navajo Talk

*Addressing challenges for broadcast media*

**Peter Johnston**, Director  
BBC Northern Ireland

Questions & answers / Panel discussion

11.00 Morning coffee / networking break

11.30 *The role of radio in a digital landscape*

**Peter McVerry**, Managing Director  
U105 FM

*The future of journalism in a 24/7 media world*

**Gary McDonald**, Business Editor  
Irish News

*Social media: the new media landscape*

**Paul McGarrity**, Director, Octave Online  
Communications

Questions & answers / Panel discussion

12.45 Chairman's summary and seminar close  
followed by networking lunch



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