

#UgandaSocialMedia

# SOCIAL MEDIA CONFERENCE

How Social Media is  
transforming Uganda's  
political and social  
landscape



**19th July 2016**

8:00 a.m. - 5:30 p.m.

Kampala Serena Hotel

 /kasuganda

 @KasUganda

 [kas.de/uganda/en/](http://kas.de/uganda/en/)



Konrad  
Adenauer  
Stiftung



# Welcome to KAS Social Media Conference 2016



## Mathias Kamp

KAS Country Representative  
@KasUganda

For many years the media evolution from print to radio, to TV and now online media has continued to influence mass opinions and perceptions. However, the emergence of social media sites has taken this very concept a step further, with some arguing that social media now shape the opinions, perception and actions of the majority whose opinions were previously shaped by information from traditional and mainstream media houses. From Facebook, YouTube, Twitter, and a collection of blogs, a new statement can advance from zero to 20 million viewers overnight.

In addition to the intense interconnectivity generated by the advancement of online content and social media, the variety of sources of information has greatly expanded. Hence, if we consider access to information and participatory engagement key features of democracy, then we can argue that the rise of Internet and social media can have a democratizing effect on our modern societies. But how strong is this impact in reality? Does the availability of diverse information in the open space of the Internet enhance transparency and accountability? Or does the explosion of unfiltered information rather produce more confusion, populism, defamation and hate speech?

In Uganda, despite the trend to turn away from traditional media houses to social media sites for new updates and the generally high social media engagement in the country, this does not necessarily translate into concrete civic action. For citizens to make meaningful use of the positive potential of social media for civic engagement, a minimum level of critical understanding and skills is required. People need to be strengthened in their social media literacy.

In light of the importance of social media in defining and transforming socio-economic and political landscape in Uganda, KAS Uganda is keenly committed to continue providing a platform for constructive dialogue and engagement on this subject. In 2015, we organized the first social media conference which attracted hundreds of Ugandans from across this civic, media, government and development spectrum. We continued in the same spirit by facilitating the publication of a scientific analysis of social media landscape in Uganda entitled: "Assessing the impact of Social Media on Political Communication and Civic Engagement in Uganda". Through our partner the Centre for Media Literacy and Community Development (CEM COD) we also closely working with Local Governments in Uganda to enable them embrace the use of social media to improve service delivery and accountability.

This year, we are once again thrilled to bring to you the second annual Social Media Conference discussing how the new media is transforming the Ugandan political and social space. Like never before, we bring to you an exciting mix of panelists whose deliberations I am sure will enable you to make better use of social media to bring about the change we so much desire in our society.

Enjoy the conference and never cease on your reflections about how best to use social media.

Thank you,

*Mathias Kamp.*

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## KAS Social Media Programmes

In our global engagement in the promotion of democracy and good governance, we have a long history of promoting free and professional media through journalism trainings and scholarship programmes as well as facilitating networking and dialogue platforms. Through the Media Programme for Sub Sahara Africa based in Johannesburg, KAS supports journalists, bloggers and political communicators across the continent. KAS facilitates the Online platform “**Africa Blogging**” (<http://www.africablogging.org>) an initiative to increase content on Africa by African bloggers.

In Uganda, KAS in July 2015 organized the first ever platform meant to harness social media opportunities for political communication in Uganda. The 2015 Social Media Conference brought together a host of experts and professionals from the civil society, media practitioners and scholars, political activists, and government officials to assess the impact of social media on political communication and civic engagement.

To further strengthen and understand the scientific perspectives on social media and political communication, KAS dedicated volume 9 of the publication series “**Reality Check**” to synthesize this new digital opportunity. Launched in January 2016, the publication unearths the theoretical underpinnings, new emancipatory potentials, the contribution of social media in the 2016 presidential election campaigns and the NGO/Civil Society perspective of social media.

In order to provide further opportunities for a systematic reflection on crucial issues related to social media with key experts and stakeholders, KAS will host the second annual Social Media Conference in July 2016. The theme for this year’s conference is “*How is Social Media transforming Uganda’s political and social landscape?*” The question builds up from the plethora of not only opportunities but also challenges that ensued from the political processes leading to the 2016 general elections in Uganda like the social media shut-down and other social issues. With lessons learnt from last year, the 2016 conference is yet another platform for a robust constructive, intellectual, stimulating and interactive dialogue and debate on how to harness the new digital opportunities in Uganda where netizens and government are in constant communication friction.

## Objectives

The conference aims to bring together key stakeholders from academia, government, civil society and the media to have a constructive exchange on the opportunities and challenges of the growing social media sphere and to assess how it is shaping the political and social landscape.

Around 180 invited participants are expected to attend the conference which will start with welcome remarks by KAS putting the topic into perspective. A keynote address by a senior media and communications expert/practitioner will contextualize the topic, stimulate the debate and set the tone for the discussions.

A high-level panel comprised of social media influencers, activists and media practitioners will follow suit giving general perspectives into the role of social media in redefining democratic space. The moderator of the commencing panel will thereafter engage the plenary on key issues raised from the panel session.

This will be followed by four breakaway sessions that provide space for a deeper reflection on the topic from the perspectives of four key thematic/panel areas:

1. Women and social media in Uganda
2. Traditional media in the age of social media
3. Contemporary culture and social media
4. Good governance and service delivery

Two parallel sessions each will run during the morning and afternoon breakaway sessions. Back in the plenary, a closing panel will bring together perspectives from the four breakaway sessions and provide an outlook focusing on the opportunities and challenges of social media in Uganda.



## Daniel Kalinaki

Daniel Kalinaki is Managing Editor for Regional Projects and Convergence at the Nation Media Group in Nairobi and was previously editor of the Daily Monitor in Uganda, where he maintains a weekly column. His work has appeared in print, online, in video and on radio in several respected outlets across the world, and he sits on the board of the African Centre for Media Excellence. His book, *Kizza Besigye and Uganda's Unfinished Revolution (Dominant Seven)* was published in Kampala in December 2014. He tweets @kalinaki



## Violet Nantume

Violet is a graduate of the Margaret Trowell School of Industrial and Fine Arts, Makerere University. She has been an art manager in Kampala for the past 3 years. Nantume was an Assistant Art Department Coordinator at the recently concluded Queen of Katwe Film Production, a Disney Walt Production. Together with Moses Serubiri and Peter Genza, Nantume is currently co-curating *Eroticism and Intimacy: Faces, Places and Paths* an exhibition project opening on 8th March till 9th April 2016.



## Maureen Akena

Maureen Akena is an ICT4D consultant working with the Agriculture Global Practice Unit of the World Bank currently based in Uganda. Her work focuses on activities that contribute to the transformation of the agricultural sector and youth engagement in agriculture through technology. Prior to this, she worked as an online communications consultant in the World Bank's Kenya country office affiliated to Africa Region Communications team where, among other things; she helped with marketing the social networking tools, blogging, research and conceptualization of content. Maureen holds an Msc in Information Systems from partly Uganda Martyrs University and St. Mary's University, Halifax Nova Scotia, and is currently completing an MA in Development Communication from Daystar University, Nairobi.



## Eshban Kwesiga

Eshban Kwesiga is the Head of Programmes at Parliament Watch Uganda; an organization that monitors and reports on the Parliament of Uganda while using social media, emerging communication and technology tools to bridge the gap between Parliament and the people as well as to make policy information more consumable for mainstream audiences.



## Kyomuhendo A. Ateenyi

Kyomuhendo A. Ateenyi is a Ugandan literary and cultural activist and entrepreneur. He is the co-founder and Director of the Centre for African Cultural Excellence, a Pan-African Literary Initiative that seeks to harness the abilities and talents of African writers and artists in using culturally-grounded narratives to cause change in the societies in which they live through the promotion and advocacy of cultural rights, heritage preservation and the advancement of cultural expressive forms. This year, he is curating the Annual Writivism Festival to be held in Kampala from August 22nd to August, 28th, 2016 at the Uganda National Museum, Kampala.



## Harriet Anena

Harriet Anena is a journalist, researcher and creative writer. She is the Online Content Producer at the African Centre for media Excellence. Before joining ACME in 2014, Anena worked at the Daily Monitor for five years as a reporter and Deputy Chief Sub-Editor. Anena is a graduate of Makerere University where she pursued Bachelors and Masters degrees in Mass Communication and Human Rights, respectively. She has carried out research for various organizations and individuals in the area of media and communications as well as conflict and resettlement of displaced persons of northern Uganda. Her latest research explored the relationship between social media use and freedom of expression in Uganda, with a focus on Facebook. Anena is the author of *A Nation In Labour*, a poetry collection.



## Dr. Sarah Ssali

Sarah Ssali, is currently a Senior Lecturer in Gender Studies, Makerere University, where she mainly lectures Gender, Politics and the State, Gender and Public Policy, Institutions and Social Transformation and Research Methods. Sarah holds a PhD in International Health and Development, Masters in Gender Studies and a Bachelors Degree in Social Science (Political Science and Public Administration). She has experience researching social sciences dimensions of health, gender, identities, minorities and institutions and social transformation and how public policy informs and is informed by them. As a Social Scientist, she has vast experience in ethnographic research methods, with a particularly interest in studying hidden behaviours and non hetero-normative sexual behaviours and aspects of minorities in society.



## Solomon Serwanjja

Solomon Serwanjja practicing broadcast journalist currently working with NBS Television as an Anchor and Investigative reporter. I also double as a Ugandan Correspondent for KTN, a station based in Nairobi Kenya. Previously I worked as a News Reporter and Anchor with NTV Uganda and with UBC TV. I have been practicing journalism for 7 years now but with a bias in reporting on political issues, human rights, and good governance. I have won several awards including the Broadcast Journalist for the year ACME Award for 2014, 2015. Away from the cameras, I am also a teaching assistant with Makerere University, where I teach broadcast journalism.



### Godiva Akullo

Godiva Akullo is a feminist lawyer and activist with a Bachelor's degree in Law from Makerere University, a Masters in Law from Harvard Law School and a Diploma in Legal Practice from the Law Development Centre. She is a lecturer on law and a legal consultant. Her feminist ideals are infused in the thoughts that she shares on social media about the position of womyn in society, politics/ democracy and other social issues. She is also quite invested in finding the perfect meme for every emotion she has. She can be contacted at amgodiva@gmail.com and @amgodiva on Twitter



### Gerald Bareebe

Gerald Bareebe is a Trudeau Scholar and PhD Candidate in the Department of political science, University of Toronto, Canada. Before starting his doctoral studies, Gerald was a national political reporter at the Daily Monitor. He covered the 2011 presidential election, closely following FDC's Kizza Besigye and NRM's Yoweri Museveni, and also has covered parliament and city politics.



### Giles Muhame

Giles Muhame holds Bachelor's Degree in Journalism and Mass Communication from Makerere University. He founded Chimpreports in 2010 an online news site. Starting with a borrowed laptop and without capital, I managed to turn around a little known website into a prominent source of news in not only Uganda and Rwanda but also the Great Lakes region.

The site focuses on politics, business, arts, sports, regional security, human rights and extractives. As an investigative journalist, he has covered politics mainly Uganda and Rwanda and other parts of the Great Lakes region.



### Bahati Remmy

Bahati Remmy is a journalist currently working with NBS TV and a producer of Barometer, a political talk show. She is at the forefront of fighting for the rights of journalists in Uganda and her arrest and intimidation by police live on camera sparked wider conversation about press freedom early this year. She coverage of political issues has won her several awards with the most recent one being the Zimeo African Award. Besides Politics, she has published stories on the safety of journalists, agriculture and human rights. She holds a Bachelors degree in Journalism and Mass Communication from Ndejje University and a certificate in ICT from AFRALTI Nairobi, Kenya.



### Rosebell Kagumire

Rosebell Kagumire is a multi media content producer, communications specialist, trainer, public speaker and award-winning blogger. She has worked in the Ugandan media covering political and social justice issues at Daily Monitor, NTV Uganda and Uganda Radio Network. She is also an analyst for various international media. Rosebell has over 10 years experience at the intersection between media and rights in crisis, women's rights, peace and security. She has experience in emergencies communications and worked as a Social Media Manager at the International Organization for Migration (IOM) running international migrants rights campaigns and guiding humanitarian communications covering various conflicts. The World Economic Forum recognized her among the Young Global Leaders under 40 in 2013. Rosebell hold a Masters in Media, Peace and Conflict Studies from the United Nations mandated University for Peace in Costa Rica. She has also studied non-violent conflict at the Fletcher School of Law and Diplomacy, Tufts University. She tweets @Rosebellk



### Nicholas Opiyo

Nicholas Opiyo, a leading human rights lawyer and founder of the human rights organization Chapter Four Uganda, has worked tirelessly since 2005 to defend civil liberties in Uganda, often for free and on behalf of society's most vulnerable and marginalized. He also serves on a panel of experts for the UN Special Rapporteurs for the Right to Freedom of Assembly and Association and the UN Special Rapporteur for Extra-judicial, Summary or Arbitrary Executions. Nicholas was a Distinguished Summer Fellow at the Centre for African Studies, Stanford University in 2015 and he is currently a UCSF Visiting Scholar.



### Moses Owiny

Moses Owiny works with the Ugandan NGO Women of Uganda Network (WOUGNET) in empowering women and girls in Uganda to use information and communication technology tools to address sustainable development issues. He is the Program Manager for Information Sharing and Networking. His most recent work regarding women in the online space includes the Universal Periodic Review document entitled "Women's Rights and the internet in Uganda" co-authored with CIPESA and the Association for Progressive Communications (APC).



### Ruth Aine

Ruth Aine Tindyebwa is blogger and online communications specialist based in Kampala, Uganda. She was the first East and Southern African recipient of the Heinz Kuhn Stiftung Journalism Award 2011 in over 13 years and has trained with media houses like Deutsche Welle in Bonn, Germany. She is also the United Nations Social Good Connector for Uganda - a champion of young people that are using tech and social media for good. She has experience being a part of and working with youth networks: around the African continent. She is a Futurist: part of the South Africa Node & East Africa Node. Ruth has mentored and trained young people about the use of Social Media in over 14 African Countries under the African Union Department of Political Affairs and Youth Hub Africa. She is currently a lead editor at Africa Blogging a platform that brings together young political and society issue bloggers in the African Sub-Saharan Region. She also currently works with Center for Policy Analysis Uganda which is the home of Parliament Watch.



## Joy Doreen Biira

Joy Doreen Biira is a Ugandan broadcast Journalist currently working with Kenya Television Network (KTN) headquartered in Kenya's Capital, Nairobi. Biira is one of KTN's most recognizable faces as an all-round talented broadcaster also known as a global anchor with vast knowledge on current affairs across East Africa, the African Continent and beyond.

Biira has produced content for and hosted a pan African show "Africa Speaks" whose main objective was to grow intra-African relationships economically, politically and socially. A show that integrates social media platforms is sourcing views from around the continent. Some of the content from moderation events has been aired on this show to share the insights with the rest of Africa. Biira's versatility and flexibility to report on Africa's current affairs (political, social, economic and cultural) has groomed her into an informed anchor, moderator, speaker, media trainer and now communications advisor on issue based events across Africa. Biira is show host of "Business Today", a one hour show that airs across 12 countries on the continent.



## Gawayya Tegulle

Gawayya Tegulle is a journalist, advocate and public policy specialist. In the media he has at various times, since 1995 been a political reporter and editor in The People, The Daily Monitor and The New Vision. He has also been a talkshow host on Impact FM, Radio One, NTV, WBS TV and UBC TV. He is currently the Managing Partner in Tegulle Gawayya & Co. Advocates.



## Catherine Byaruhanga

Catherine Byaruhanga is the BBC Correspondent in Uganda. Over the past three years she's covered stories such as the M23 rebellion just across the border in the DRC, Uganda's Ebola outbreaks and the recent disputed Presidential elections. Prior to her posting to Uganda Catherine worked on various programmes at the BBC World Service including Focus on Africa, Business Daily and World Business Report. Some of the countries she's reported from include South Africa, Kenya, Rwanda, Nigeria and Ivory Coast.



## Donnas Ojok

Donnas is a Programme Officer at Konrad-Adenauer-Adenauer-Stiftung. He is a YALI RLC Fellow and an alumnus of LSE where he was a PfAL scholar. Before coming to KAS, Donnas worked at the frontlines of development interventions in Northern Uganda with VEDCO and War Child UK as an M&E and Business Development specialist respectively. Besides practicing and theorizing development, Donnas has special interests in creative arts and has recorded songs, spoken words and performed in Kampala, London and Nairobi. He tweets at @OjokD and blogs at [www.donnasojok.com](http://www.donnasojok.com)



## Mathias Kamp

Mathias Kamp is a political scientist with specialisation in the areas of development cooperation and democratisation, and a regional focus on Sub-Saharan Africa. He currently heads the country office of the Konrad-Adenauer-Stiftung (KAS) for Uganda and South Sudan, based in Kampala. Prior to that, he worked as Representative of Misereor, the German Catholic Development Agency, in Nigeria. Mr. Kamp has several years of field experience in development cooperation in East and West Africa and has done extensive research and consultancy work on topics related to democratic transition, democracy promotion and civic education. He holds a B.A. in Public Administration from the Westfälische Wilhelms-Universität Münster, a B.Sc. in European Studies from the University of Twente (NL), and a Masters degree in International Relations and Development Policy from the Universität Duisburg-Essen.



## Rebecca Rwakabukoza

Rebecca Rwakabukoza is a freelance journalist and blogger whose writing focuses primarily on the Ugandan woman. She runs Mon pi Mon, a blog that is "an online space where we question, appreciate, dissect, and share issues that affect them."



## Patrick Kayemba

Patrick is the Chairperson LC5 of Iganga District Local Government. Before joining active politics, he was championing civic society movements in Eastern Uganda. Patrick worked at First African Bicycles Information Organization (FABIO) as the Executive Director.



## Prossy Kawala

Prossy is a media and community solutions professional with profound knowledge and skills in developing and promoting meaningful initiatives for community transformation and development. She co-founded the Center for Media Literacy and Community Development - CEMCOD, a Uganda-based non-profit organization transforming communities through the promotion of both media and community led initiatives. As CEMCOD's Director of Media Initiatives, Prossy's specialty is in Media and Information Literacy, designing media & training packages that help young people, women, and communities at large in influencing their own development agendas through media and strengthening community voices in decision making processes.



### Julius Mucunguzi

Julius is a communications and public affairs professional with over 10 years deep, wide and vast experience in managing complex assignments for international political, diplomatic, non-governmental and business organizations in Africa, Asia, Caribbean, Pacific and North America. He is currently the communications advisor to the Prime Minister of Uganda. Before coming to the OPM, Julius was an Assistant Spokesperson and Communications Officer at the Commonwealth Secretariat where he provided strategic communications advice and support to senior management to raise the profile of the work of the 54-member country organization. Before joining the Commonwealth, Julius managed Communications for World Vision and taught journalism and public relations at Makerere University. He started his career as a reporter with the Monitor newspaper in Uganda while I was still a journalism student at Makerere University. He also holds an MPhil from the University of Oslo.



### Patience Akumu

Patience Akumu is a lawyer and award-winning journalist who has used to social media to advocate for the rights of women and sexual minorities. She has written about human rights and social justice issues for publications like the Guardian and Observer UK, The Observer Uganda, New Internationalist, African Business, Journ Africa and Africa in Fact.



### Ludigo Andrew Salema

Salema is a Ugandan Visual artist, actor, storyteller, educator, writer and entrepreneur. He refers to himself as a social activist that takes a lot of pride in lessons learned from different cultures. He is mainly a printmaker that works with wood and oil based inks. Ludigo was born in Kampala on the 5th of March 1981 and has five siblings two brothers and three sisters. His experience as an artist and social activist has seen him travel to Hong Kong and Australia as an artist in residence and exhibitor. He is a 2015 Mandela Washington Fellow and completed six weeks at Dartmouth College in intensive business and entrepreneurship leadership track. His company Ludigo Creations (u) LTD has existed since 2010 and acts as a platform of expression for young people in Kampala Uganda. His vision is to impact the next generation of creative's turning them into community change makers through innovation.



### Lindsey Kukunda

Lindsey Kukunda is a freelance media practitioner, human rights activist and feminist who founded Not Your Body - an initiative meant to expose and challenge gender-based abuse.



### Edward Sekyewa

Edward Ronald Sekyewa is a journalist and Executive Director of Hub for Investigative Media (HIM). Among other things, HIM advocates for the full implementation of the Access to Information law and trains journalists in digital safety.



### Peter Kauju

Peter has over 10 years of experience in Media Relations and Public Relations Management with extensive skills in planning and executing communication strategies. He is a member of the Public Relations Association of Uganda and an Alumnus of Ecole National College (ENA) Paris, France with a qualification in Communication and Diplomacy. He currently serves as the Head of Public & Corporate Affairs at Kampala Capital City Authority where he guides and advises Senior Management on matters of communication in addition to executing the communication function of KCCA.



### Henry Nickson Ogwal

Fending for himself as an orphan made Henry Nickson Ogwal start early in life to pay attention to both small and big things that affect lives and rights of individuals and society. Wide social and professional exposure has augmented his deeper appreciation different socio-political and economic realities that affect social groups and communities differently in Africa and the world. Married with two children, Henry is an economist by profession. The contribution he makes to attainment of social justice and dignity for all draws from a strong family and community based community education from which he benefited. Henry has effectively worked in the development sector in Uganda for over 20 years as a leadership and development consultant, an activist for child and women rights, and a facilitator of social change. He is currently Fundraising Director at ActionAid Uganda.

08:00 am  
Registration, Welcome Tea & Bites

09:00 am  
**Welcome Remarks** by **Mathias Kamp**,  
KAS Country Representative @KasUganda

09:10 am  
**Opening Remarks** by **Hon. Frank Tumwebaze**,  
Minister of Information, ICT and Communication  
@FrankTumwebazek

09:25 am  
**Keynote Address** by **Daniel Kalinaki**,  
Managing Editor, Nation Media Group, Nairobi @Kalinaki

09:45 am  
**Opening Panel: Social Media redefining democratic  
space in Uganda: Building bridges or building walls?**

#### Panelists:

- **Nicholas Opiyo**, Executive Director, Chapter Four Uganda @nickopiyo
- **Rosebell Kagumire**, Chief Executive, Kweeta Consulting @rosebellk
- **Patience Akumu**, Policy and Research Coordinator, Oxfam Uganda @patienceakumu

MODERATOR: **Solomon Serwanjja**, News Anchor and Reporter, NBS @solomonserwanjj

11:00 am  
**Breakaway Sessions**

**Panel 1: Women and social media in Uganda:  
breaking barriers - but at what cost?**

#### Panelists:

- **Henry Nickson Ogwal**, Fundraising Director, Action Aid Uganda @nicksonogwal
- **Godiva Akullo**, Feminist lawyer @amgodiva
- **Dr. Sarah Ssali**, Makerere School of Gender and Women Studies @sssalie
- **Lindsey Kukunda**, Blogger and Freelance Writer @RizaLouise
- **Moses Owiny**, Programme Manager, Women of Uganda Network @mosesowiny

CHAIR: **Rebecca Rwakabukoza**, Blogger @rwakabukoza

**Panel 2: Contemporary culture and social media:  
Big opportunities - tough questions**

#### Panelists:

- **Violet Nantume**, Artist & curator of eroticism and intimacy exhibition @NntmViolet
- **Harriet Anena**, Author of a Nation in Labor @ahpetite
- **Kyomuhendo Ateenyi**, Arts Curator and Co-Founder, CACE @Omusambu
- **Andrew Salema Ludigo**, Visual Artist and 2015 YALI Mandela Washington Fellow @ludigocreations

CHAIR: **Donnas Ojok**, Programme Officer, KAS @OjokD

12:30 pm  
Lunch Break

01:30 pm  
**Breakaway Sessions**

**Panel 3: Traditional media in the age of social  
media: challenges and opportunities for a  
Ugandan journalist today**

#### Panelists:

- **Catherine Byaruhanga**, BBC Uganda Correspondent @cathkemi
- **Remmy Bahati**, News Reporter, NBS @BahatiRemmy
- **Gerald Bareebe**, PhD Candidate, University of Toronto @GeraldBareebe
- **Giles Muhame**, Managing Editor, Chimp Reports @Gilespies
- **Edward Sekyewa**, Executive Director, Hub for Investigative Media @SekyewaER

CHAIR: **Joy Doreen Biira**, Journalist and News Anchor, KTN @JoyDoreenBiira

**Panel 4: Advancing good governance and service  
delivery through social media**

#### Panelists:

- **Patrick Kayemba**, Iganga District LC5 Chairman @1kayembpatrick
- **Eshban Kwesiga**, Programme Manager, Parliament Watch @EshbanKwesiga
- **Maureen Agena**, ICT4D Consultant @maureenagena
- **Prossy Kawala**, Journalist & Media Literacy Advocate, CEMCOD @ProssyKawala
- **Peter Kaujju**, Spokesperson, KCCA, @PeterKaujju

CHAIR: **Gawayata Tegulle**, Media Consultant @gawayategulle

03:00 pm **Closing Panel & Plenary Discussion:  
Challenges and Opportunities of Social Media -  
Where are we heading?**

#### Panelists:

- **Ruth Aine**, Blogger @RuthAine
- **Daniel Kalinaki**, Managing Editor, Nation Media Group @Kalinaki
- **Donnas Ojok**, Programme Officer, KAS @OjokD
- **Julius Mucunguzi**, Communications Advisor, Office of the Prime Minister @j\_mucunguzi

MODERATOR: **Joy Doreen Biira**, Journalist and News Anchor, KTN @JoyDoreenBiira

04:45 pm **Final Remarks**

05:00 pm **Tea, Networking and Departure**