



# SEEMF

South East Europe Media Forum

*International Conference*

**LESSONS LEARNED IN THE PANDEMIC: better communication,  
conquering disinformation, standing up for quality journalism  
in South East and Central Europe**

**3-4 November 2021**

**Belgrade, Hotel Mona Plaza**

***With the support of:***



Covid 19 rules for venue: Participants must present proof of a negative test, vaccination or recovery  
Covid 19 rules for Serbia: <https://www.mfa.gov.rs/en/citizens/travel-serbia/covid-19-entry-requirements>

## **Wednesday, 3 November 2021 (CET time)**

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**17:00 – 17:30** Registration (please, be in time for security reasons)

**17:00 – 17:30** Welcome drink

**17:30 – 18:00** Opening speeches

- Oliver Vujović, Secretary General, **South East Europe Media Organisation**
- Hendrik Sittig, Head, Media Programme South East Europe, **Konrad-Adenauer-Stiftung**
- Roberto Antonione, Secretary General, **Central European Initiative**
- Noel Curran, General Director, **European Broadcasting Union**

**18:00 – 18:15** Welcome Address

**18:15 – 19:45** Discussion: Media and Politics in Serbia

Moderator: Veran Matic, Chairman of the Commission for investigating the killing of journalists in Serbia

**19:45 – 20:00** Presentation of the CEI SEEMO Award for Outstanding Merits in Investigative Journalism

**20:00 – 21:30** *Dinner Reception*

## **Thursday, 4 November 2021 (CET time)**

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**09:30 – 09:45** Welcome note and opening

**09:45 – 11:15** Panel I: BETTER COMMUNICATE: Dialogue between journalists and decision makers, tendencies of one-side communication

Moderator: Ognian Zlatev, Head of EC Representation Croatia

**11:15 – 11:45** *Coffee Break*

**11.45 - 12.00** Key note

**12:00 – 13:30** Panel II: HOW TO STEER THE POWER: Disinformation, Fake-News, Fact-Checking

Moderator: Claudia Nothelle, Magdeburg-Stendal University of Applied Sciences, Magdeburg

**13:30 – 14:15** *Lunch*

**14:15 – 15:15** **Wake up Talk**

**Topic: Virtual Reality/New forms of storytelling or Artificial Intelligence in Journalism**

Speaker: Christiane Wittenbecher, Storyteller and Virtual Reality Expert

**15:15 – 15:30** **Special speaker**

**15:30 – 15:45** **Coffee Break**

**15:45 – 16:15** **Panel III: AND STILL PRESSURE GROWS: the necessity of quality journalism increases, so the pressure on journalists; SLAPP cases, lack of support**

Moderator: Christian Mihr, Executive Director of Reporters without Borders Germany (RSF)

**17:15 – 17:30** **Closing remarks**

**SEEMF information:**

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[www.seemf.org](http://www.seemf.org)

[www.seemo.org](http://www.seemo.org) | [www.kas.de/medien-europa/en](http://www.kas.de/medien-europa/en) | [www.cei.int](http://www.cei.int)

**SEEMF location:**

Hotel Mona Plaza

**Conference language:**

Serbian / Croatian / Montenegrin / Bosnian - English

**#SEEMF2021**

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**Important note:**

During the event multimedia will be used. With their registration the participants give consent about the usage of photos and videos made before, during and after the event, for an unlimited period of time and for both online and print materials. They will be used by the Konrad-Adenauer-Stiftung, SEEMO and CEI.