



## BBC College of Journalism Social Media Summit

### Final running order

**When: Friday 20 May 2011**

**Where: Conference Centre, 5th Floor, BBC White City Building, London W12**  
**Open event. Sold out.**

**NB: 10:10 is a ten-minute talk time, followed by a ten-minute Q&A.**

Time	Session
0930	Registration and coffee
1000	Welcome and introduction (Dr Claire Wardle, BBC College of Journalism).
1015 - 1100	<p><b>Cultural Change</b>            What elements are needed to make cultural change happen in a newsroom?            Panel with Peter Horrocks (BBC Global News), Raju Nariseti (Washington Post), Meg Pickard (Guardian).</p>
1100 - 1125	<p><b>Editorial Issues</b>            What are the key editorial challenges that social media poses to mainstream media?            Video: Interview with Andy Carvin (NPR)            Q&amp;A with Kevin Marsh.</p>
1125 - 1140	<i>Coffee break</i>

1140 - 1240	<p><b>Audience Expectations</b></p> <p>Does mainstream media own the news?  10:10: Esra Dogramaci (Al Jazeera)  Panel with Joanna Geary (Times), Will Perrin (community web publisher) and Sina Motalebi (BBC Persian).</p>
1240 - 1330	<i>Lunch break</i>
1330 - 1430	<p><b>Technology &amp; Innovation</b></p> <p>Nic Newman presents latest Reuters Institute research  10:10 Liz Heron (New York Times)  Panel: Can mainstream media compete with start-ups in social media innovation?  Mark Little (Storyful) and Mark Rock (Audioboo).</p>
1430 - 1440	<i>Coffee break</i>
1440 - 1530	<p><b>What Next?</b></p> <p>Claire Wardle and Julie Posetti (University of Canberra) lead a digital conversation - with feedback on tweets/blogs/ questions gathered throughout the summit.</p>
1530 - 1545	Response to the day: Alan Rusbridger (Guardian).
1545	Close