

Tbilisi Digital Summit

Schedule

Tuesday, Aug 29

Arrival in Tbilisi

Wednesday, Aug. 30

9am Welcome, introductions, explicit norms – Patrick

10am Digital Strategy

Reuters Institute for the Study of Journalism

Federica Cherubini

Nic Newman

10:00 - 11:00 Changing media: Challenges and Opportunities – This session will offer an overview of the defining trends in today's media landscape, including the decline of broadcast media, the rise of digital and social media, news avoidance behaviours in audiences, trust in news, and misinformation. We'll also discuss the impact of AI in news, and its implications for distributed media and audience trust.

11:00 - 11:10 Quick group exercise

11:10 - 11:20 Break

11:20 - 11:40 Beyond the webpage: Channels and formats - This session will explore how different formats (including newsletters, podcasts, short-form video, explainers, Q&As, and fact-checks) across various channels (social media and otherwise) can be used to develop relationships with different audience segments.

11:40 - 13:00 Audience Canvas exercise

13:00 - 14:15 Lunch

14:15 - 15:15 Working with metrics and data – North Star metrics Presentation

15:15 - 15:30 Break

15:30 - 16:30 Action learning sessions – This will be an interactive session offering you a chance to discuss a workplace challenge with your colleagues. The aim will be to have you come away with a set of realistic actions to help you address the challenges in your newsroom.

16:45 - 17:30 How to push for and lead through change – a presentation on culture change in the newsroom

Thursday, Aug. 31

9:00 Digital Security 101 Runa Sandvik

10:45 - 11:00 Break

12:30pm – Lunch

1pm Microsoft Teams/Outlook/OneDrive, Pangea CMS rights levels and coding test
Carter & Patrick & Michala

2pm Breakout sessions: Security and Collaboration

- Pegasus (testing) Runa & Carter
- 1password Patrick
- Filesharing Carter
- Adobe accounts Kateryna

3pm Elements of Successful Marketing for Digital Media Organizations
Luka Gugunishvili, incoming Director, Marke

15:45 - 16:00 Break

4pm Breakout sessions: Metrics and Monitoring

- Adobe Analytics Martin
- Adobe templates Katya & Saba
- Dataminr Patrick
- OONI Mikhail & Alena

5pm AI and New Technologies - a conversation on the changing nature of propaganda and disinformation with Amb. **Karen Kornbluh**, Chair, RFE/RL Board. Amb. Kornbluh is a Distinguished Fellow at the German Marshall Fund of the U.S. and chairs the Board of the Open Technology Fund (OTF).

- 8 min outline
- Patrick
- Natia
- Andres
- Carla
- Tolkun

7pm: Opening of new bureau / 70th anniversary of Tavisupleba

Friday, Sept. 1

9:30am Podcast and newsletter playbook- Carla

10:30 - 10:40 Break

10:45am From Radio to Podcasting - Niko Nergadze

12:30pm – Lunch

1pm Breakout sessions: Production

- Emplifi - this room
- Mirror sites - Tavisupleba office
- Mojo kit 202 - courtyard
- Datawrapper - this room back corner

2pm Meet and collaborate

-> Ask each other:

- Name, Service
- 3 things you do (not your title)
- What excites you? (professionally)
- What keeps you up at night? (professionally)
- Your superpower

-> Take notes of the answers.

-> After intros, discuss:

- One thing you could work on together (no obligation!)

14:45 - 15:00 Break

3pm Breakout sessions: Advanced Skills

- Audience engagement - Tavisupleba office
- On-camera presentation - Tavisupleba office
- SEO best practice - this room
- Planet satellite imagery (remote) - wherever you want - please use your computers to join individually - [Login](#)

4pm Meet and collaborate

-> **Ask each other:**

- Name, Service
- 3 things you do (not your title)
- What excites you? (professionally)
- What keeps you up at night? (professionally)
- Your superpower

-> **Take notes of the answers.**

-> **After intros, discuss:**

- One thing you could work on together (no obligation!)

5pm Artificial Intelligence - draft framework and discussion
Mikhail Ageev

Saturday, Sept. 2
Departure