



**39TH ANNUAL GATHERING / 12TH AIBD
GENERAL CONFERENCE & ASSOCIATED MEETINGS
12 – 15 August 2013, YANGON, MYANMAR**

**International Conference on Broadcasting Development in Myanmar
14 August 2013, Yangon, Myanmar**

As Myanmar transitions to democracy, the country is opening up more opportunities in many spheres of endeavor that will bring about dynamic changes in the country. The media industry welcomes this openness, tracking a new direction towards freedom and responsibility, and engaging more with its audiences.

For this purpose, Myanmar's broadcast media practitioners are pursuing initiatives to deal with strengthening human resource competence, expanding content sourcing and exchange, tapping new digital technologies and the challenges of sports coverage, among others.

These are concerns that the *International Conference on Broadcasting Development in Myanmar* aims to examine. It is a platform where local and international broadcast media practitioners converge to learn and exchange knowledge and expertise and expand networking.

The one-day Conference is an opportunity to identify strategies that will raise the quality of broadcasting and contribute towards the flourishing of democracy and development in Myanmar.

0900 - 0930 Inaugural Session and Keynote Address

0930 - 1045 Plenary Session 1

Building Human Resource Competencies

Myanmar's broadcast organizations face increasing pressure to deal with the changing media landscape. In the digital world, they need to upgrade human resource competencies and pursue innovative training methodologies. As broadcasters migrate to digital, is their roadmap for human resource training working? How do they strategize to increase resources available for capacity building? How do they combine conventional training methodologies with new approaches such as the use of social media? Are their mechanisms to attract and retain good talents effective? Are they maximizing capacity building initiatives that will contribute towards organizational growth and sustainability?

1045 - 1115 Coffee Break

- 1115 – 1230 Plenary Session 2**
Content Exchange and Sharing
Changing audience behavior seeks diverse and quality programs that can be costly. In Myanmar as well as in the Asia-Pacific region, their cultural diversity is a rich source for good content. With digital technology, opportunities abound for creativity, bigger storage, and better utilization and distribution of audio-visual materials in the broadcasters' archives. How can exchange and sharing mechanisms among Myanmar and AIBD member countries contribute towards sourcing and producing good content? What approaches can broadcasters pursue to build a culture of content exchange and sharing and maximize its benefits? What are some best practices in Myanmar and beyond the region?
- 1230 - 1400 Lunch**
- 1400 - 1515 Plenary Session 3**
Convergence and Creative Content
Media convergence has equipped producers with tools to create content that surprises and delights audiences. It has offered diverse delivery platforms for a mix of program genres that will enhance people's viewing experience. It has also generated opportunities for viewers and listeners to interact, converse and engage more in content sourcing and production. With media convergence and lowered barriers to mass communication, what new content forms and formats are emerging in Myanmar? What innovative and creative content can Myanmar broadcasters learn from the region that can capture large and targeted viewers?
- 1515 – 1545 Coffee Break**
- 1545 – 1700 Plenary Session 4**
Making a Difference in Sports Coverage
The impact of sports coverages is immense. Not only do they feature outstanding performances of athletes, but they also provide opportunities to examine their capabilities and competencies. They bring people together with a wide array of different cultures and attract big TV viewership and ratings. They can highlight sports spectacles that can motivate and inspire young people to excel and associate with good athletes who can serve as role models. With Myanmar hosting the 27th Southeast Asian (SEA) Games in December 2013, how can Myanmar broadcasters raise the quality of their sports coverages vis-a-vis content, format and production? How can they improve competencies of their production staff? What are some best practices in organizing and managing national and international sports events?