

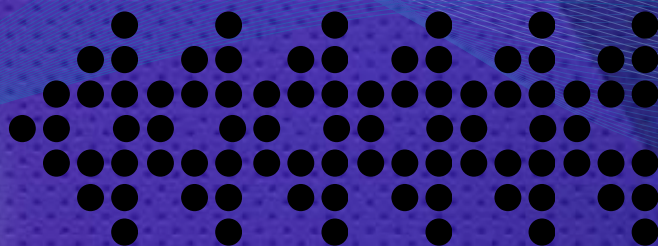
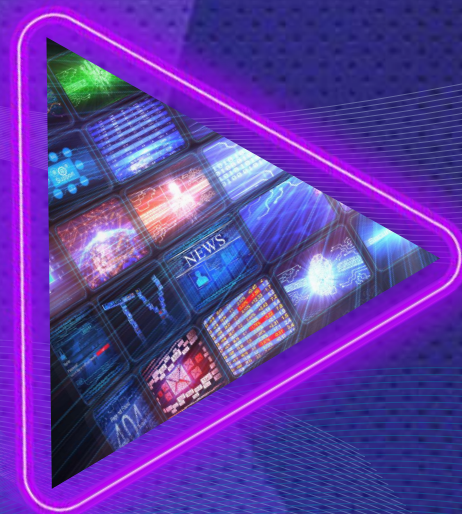


Asia-Pacific Institute for Broadcasting Development

# LEADERS' WEB-SUMMIT



► **Redefining** the  
**Role of Media**  
in the **New Norm**



## SAVE THE DATE



2<sup>nd</sup> - 3<sup>rd</sup> June 2021



2:00pm Malaysian Time (GMT+8)



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# **Leaders' Web-Summit “Redefining the Role of Media in the New Norm”**

**2<sup>nd</sup> – 3<sup>rd</sup> June 2021**

## **Introduction**

‘These unprecedented time of COVID Pandemic’ has been one of the most frequently used phrases of 2020. For humanity, it has never witnessed such a collective sharing of woes, as witnessed when SARS-CoV-2 coronavirus hit the global community. COVID-19 has changed the world and will continue to shape many aspects of human lives for years to come. It has accelerated changes in all industries.

Right now, the traditional media is going through a revival and re-gaining its past-glorified recognition during this pandemic. The public are turning to them for credible news, especially on governmental plans regarding the pandemic and the treatment strategies that include providing vaccination for the community.

Leaders, who are utilizing the power of media to the fullest are gaining ground against the pandemic. They, who are refining their approaches to leadership, seeking and sharing knowledge, are coming on top. Adapting to the new norm and seeing the unique opportunity created by the global crisis will create clarity in moving forward.

## **Aim:**

The aim of the Web-Summit is to celebrate the role of media in mitigating crises, through awareness and dissemination of information, and community building. It will also provide a platform for the leaders to highlight the accomplishments and to discuss the challenges ahead.

## **Objectives:**

To understand the changes that COVID had brought forth globally;  
To explore the challenges and opportunities for media industry; and  
To learn about the critical developments and what are their impacts.



## Expected Outcome:

Participants will gain knowledge on;

- Creating action plans for media strategies
- Combatting misinformation & disinformation and building media credibility by anticipating and circumventing the wave of infodemics
- Creating guidelines and SOP for crisis management
- How to create sustainable content business model
- Cyber security and digital safety

## Web-Summit:

This 2-day Web-Summit will invite leaders from governments, media industry, health experts and technology pundits and futurologist to discuss the legacies of COVID pandemic and how to navigate the unknown terrain left in its wake.

## Target Audience:

Open for the global audience, with the opportunity to engage with the panel for Q&A

## Deliberations:

- **MINISTERIAL TALK:** Media's role in Dissemination of Information on Pandemic
- Devising Safety Guidelines for Media Practitioners During Pandemic
- Success story on capitalising on media & creating COVID19 awareness & vaccine acceptability
- Media's role in combating disinformation in the era of social media
- Creating Sustainable Content Industry
- **CEO INSIGHTS:** Revitalisation of Traditional Media





# Leaders' Web-Summit “Redefining the Role of Media in the New Norm” 2<sup>nd</sup> – 3<sup>rd</sup> June 2021

## AGENDA

### DAY 1

**2:00 pm Malaysian Time (GMT+8)**

#### **OPENING CEREMONY**

- Welcome remarks
- Opening remarks
- Keynote Address

**2:30 pm Malaysian Time (GMT+8)**

#### **MINISTERIAL TALK: Media's role in Dissemination of Information on Pandemic**

Media plays a pivotal role in the central stage of pandemic awareness. Timely access to information by many governments helped to create COVID awareness and contained the spread of the disease. This help to avoid fatalities and at the same time curbed government spending on this medical emergency. COVID-19 has shown the importance of putting the facts on the table and making information accessible for all.

This session looks at how policymakers can contribute towards enhancement on the role of the traditional media.





**04:10 pm Malaysian Time (GMT+8)**

**SESSION 1: Devising Safety Guidelines for Media Practitioners During Pandemic**

Many media organisations were caught off-guard with the sudden declaration of a pandemic by WHO. There was a lack of SOPs to help deal with the unprecedented situation. While most countries quickly transformed their existing SOPs on disaster management to handle the health crisis, there is an urgent need for proper Standard Operating Procedures (SOP) to safeguard the well-being of media practitioners while covering health-related pandemics like COVID-19.

**05:10 pm Malaysian Time (GMT+8)**

Closing Ceremony for Day 1

**DAY 2**

**12:00 pm Malaysian Time (GMT+8)**

**SESSION 2: Success story on capitalising on media & creating COVID19 awareness & vaccine acceptability**

Media has played an important role in shaping the global post-declaration of the pandemic. Media consumption spikes during crises and the Covid-19 pandemic has seen a surge in traditional media usage. Its ability to unify platforms for all public health communication, creating awareness, and disseminating information will be a key factor in mitigating the impact of Covid-19. Particularly with the current vaccine roll-out in most countries, governments must focus on utilizing media to communicate treatment strategies and build vaccine acceptability.

**01:10 pm Malaysian Time (GMT+8)**

**SESSION 3: Media's role in combating disinformation in the era of social media**

There are many lessons to be learned and strategies to be formulated to tackle the gaps within the communication industry. However, one fact remains unassailable - traditional media have been called upon to serve the community. There has been a rise in public fear and concern with the tsunami of misinformation circulating on social media platforms along with digital threats like identity thefts, phishing, and spam, etc. This is where traditional media proved their credibility by providing authentic and reliable information and advocating for digital safety to raise awareness among the masses.



**02:20 pm Malaysian Time (GMT+8)**

**SESSION 4: Creating Sustainable Content Industry**

The content industry was affected tremendously during the pandemic, leading to a void in the broadcasting organisation's air-time and programme line-up. All Broadcasters, as well as independent production houses, suffered a significant lack of funding and resources. However, OTT platforms recorded an increased viewership and revenue, thus grabbing the lion's share from traditional media.

To create a sustainable environment for the media industry as a whole and to support the growing need for content consumption, there is a dire need to collaborate. Alternatively to have a hybrid model of processes for content generation.

**03:30 pm Malaysian Time (GMT+8)**

**Session 5: CEO INSIGHTS - Revitalisation of Traditional Media**

In the era of new media, traditional media has seen a tremendous rise during this pandemic. The lockdown created a captive audience who were thirsting for the latest credible information and entertainment.

Traditional media became an in-expensive resource for many families, and it provided basic needs such as tele-education, health, and pandemic updates. It also catered to the psychosocial needs of society by broadcasting many edutainment programmes. This up-wards trend of traditional media shows its significance and enduring relevance. Policymakers and media gurus must find ways and means to capitalize on this popularity to ensure the continuity and sustainability of traditional media in its current status.

**05:00 pm Malaysian Time (GMT+8)**

**Closing Ceremony**

————— **END** —————