



Conference and Course of  
Creative Industries and  
Media Management

# CREIMA

Porto, Portugal,  
19<sup>th</sup>-22<sup>nd</sup> September 2018



## Application and admission

### Faculty of Arts and Humanities of University of Porto and Project of Innovation in Media, Entrepreneurship and Digital Drivers - PIMENED in partnership with International Media Management Academic Association - IMMAA

Under the Creative Industries Media Management (CREIMA) name, this conference and course is an initiative to stimulate the research and the transfer of knowledge and experience among professors, professionals and students of communication. It is an opportunity to present and get to know projects about the media industry. CREIMA is a unique opportunity for students to present and develop their projects in an environment that explores both academic and industry scopes, creation and innovation. Its international dimension, with prominent teachers from various geographies, will foster networking and debate, and disclose the most current research and development across the world.

#### Organizers:

Faculty of Arts and Humanities of University of Porto, Project of Innovation in Media, Entrepreneurship and Digital Drivers and Centre for Research in Communication, Information and Digital Culture and International

#### Co-Organizers:

IMMAA - International Media Management Academic Association

#### Collaboration:

Master's Degree in Communication and Creative Industries Management

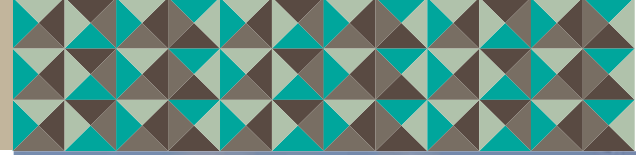
Applicants should have a Masters degree (or have completed the school year and are working on the dissertation) or equivalent or PhD students or candidates working on one of the fields below. Applicants should also have a good level of comprehension in english, spanish or portuguese.

**Work Fields:** Creative Industries, Digital Media, Multimedia, Journalism, Video, Music, Design, Photography, Web and Mobile Development, Film Studies, Communication Sciences, Print Media, Advertisement, Intellectual Property and Arts.

**Subjects:** Production, Innovation, Research, Entrepreneurship, Business Models, Management, Internationalization, Marketing, Communication, Economy, Public Policies, Local and Regional Development, Fake News, Media Literacy.

Free admission upon registration through the email:

[paulo.faustino.immaa@gmail.com](mailto:paulo.faustino.immaa@gmail.com)



## Contacts:

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## Partners:

Media XXI, CITCEM, CIC.DIGITAL

## IMMAA Scientific Board:

Paulo Faustino / University of Porto;  
John Lavine / Northwestern University;  
Eli Noam / Columbia University;  
Christian Scholz / Saarland University;  
Monica Herrero / Navarra University;  
Elena Vartanova / Lomonosov Moscow State University;  
Steve Wildman / State Michigan University;  
Seongcheol Kim / Korea University

## Course Direction:

Paulo Faustino / University of Porto

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# the programme

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# 19<sup>th</sup> September

2018

## 09:30 – 09:45 Opening Session

Paulo Faustino (University of Porto and President of International Management and Academic Association), Armando Malheiro (President of CIC.Digital Porto, Director of the PhD in Information and Communication in Digital Platforms), and Manuela Pinto (University of Porto and CIC.Digital)

**09:45 – 11:00** Keynote Speaker: Industry Expert. João Palmeiro (President of the European Google Fund for Media Innovation and the Portuguese Press Society)

09:45 – 10:45 Topic: Media, Innovation, Creative Industries and Digital Business Models

10:45 – 11:00 Discussion

**11:00 – 11:15** Coffee Break

## 11:15 – 12:15 Thesis and Projects Presentation and Discussion

11:15 – 12:15 English Presentations | Chair: Paulo Faustino

11:15 – 12:15 Portuguese/Spanish Presentations | Chair: António Machuco

**12:30 – 14:00** Lunch

**14:00 – 15:15** Keynote Speaker: Jack Soifer

14:00 – 15:00 Topic: Entrepreneurship in Digital Media and Creative Businesses

15:00 – 15:15 Discussion

# 20<sup>th</sup> September

2018

## 09:30 – 10:45 Lecture. Michal Glowacki (University of Warsaw)

09:30 – 10:30 Topic: Creative and Media Industries Clusters

10:30 – 10:45 Discussion

**10:45 – 11:00** Coffee Break

**11:00 – 12:15** Keynote Speaker: Steve Wildman (State Michigan University)

11:00 – 12:00 Topic: Responding to the Internet's Challenge to Media Policy: The Need for New Perspectives and New Methods for Media Policy Research

12:00 – 12:15 Discussion

**12:30 – 14:00** Lunch

## 14:00 – 15:00 Thesis and Projects Presentations and Discussion

14:00 – 15:00 English Presentations | Chair: Paulo Faustino

14:00 – 15:00 Portuguese/Spanish Presentation | Chair: Manuela Pinto

**15:00 – 15:15** Coffee Break

**15:15 – 16:30** Roundtable: Creative Industries Business, Media and Digital Content Platforms

Chair: Paulo Faustino, João Palmeiro |

Speakers: Eli Noam, James Breiner, Maciej Soldan, Michal Glowacki, Steve Wildman

# 21<sup>st</sup> September 2018

**09:30 – 10:45** Lecture. Chris Bilton  
(University of Warwick)

09:30 – 10:30 Topic: Rethinking the Value Chain:  
Creative Industries and the New Intermediaries

10:30 – 10:45 Discussion

**10:45 – 11:00** Coffee Break

**11:00 – 12:15** Lecture. Maciej Soldan  
(University of Warsaw)

11:00 – 12:00 Topic: Entrepreneurship and Media  
Globalisation from a Central European View

12:00 – 12:15 Discussion

**12:30 – 14:00** Lunch

**14:00 – 15:00** Thesis and Projects  
Presentation and Discussion

14:00 – 15:00 English Presentations |  
Chair: Michal Glowacki

14:00 – 15:00 Portuguese/Spanish Presenta-  
tions | Chair: Paulo Faustino

**15:00 – 17:00** Study Visit and Free Time.

# 22<sup>nd</sup> September 2018

**09:30 – 10:45** Lecture. James Breiner  
(University of Navarra)

09:30 – 10:30 Topic: How to Build Media Credibili-  
ty and Sustainable Value in the Post-Truth Era

10:30 – 10:45 Discussion

**10:45 – 11:00** Coffee Break

**11:00 – 11:45** Books and Journal of Creative  
Industries and Cultural Studies/JOCIS  
Presentation by Paulo Faustino

**11:45 – 13:00** Lecture. Mark Deuze  
(University of Amsterdam)

11:45 – 12:45 Topic: Media Entrepreneurship  
Around The World

12:45 – 13:00 Discussion

**13:00 – 14:30** Lunch & Networking

**14:30 – 15:30** Thesis and Projects  
Presentation and Discussion

14:30 – 15:30 English Presentations |  
Chair: Chris Bilton.

14:30 – 15:30 Portuguese/Spanish Presenta-  
tions | Chair: Paulo Faustino.

**15:30 – 16:00** Closing Session  
Paulo Faustino and Manuela Pinto

## The programme - Rooms



	Morning 9h30 - 12h30	Afternoon 14h-16h30
Sep 19 (Wednesday)	FLUP 203	FLUP 203
Sep 20 (Thursday)	FLUP 203	Edificio ID/FLUP
Sep 21 (Friday)	FLUP G308	Edificio ID/FLUP
Sep 22 (Saturday)	Edificio ID/FLUP	FLUP 201



The image features a teal background with various geometric patterns. In the top-left and bottom-right corners, there are clusters of squares, each divided into four triangles of different shades (teal, brown, and light grey). Scattered across the background are several overlapping, semi-transparent geometric shapes, including triangles and squares, some of which are further divided into smaller triangles. Two thin white horizontal lines are positioned above and below the central text.

**ENJOY!**