

Dear IMMAA-affiliates and -friends,

From July 1st to July 4th, the fourth *International Media Management Academic Association meeting* (IMMAA) will take place in Saarbruecken, Germany at the Saarland University (for further information see [www.IMMAA.org](http://www.IMMAA.org)).

As we already wrote in the call for submission, the uniqueness of this conference is the combination of its relaxed and familiar atmosphere and the exciting topics.

Attached you will find the preliminary schedule of the 2007 meeting:

- We will have 5 sessions with **initial research track presentations** plus three **formal presentations** (papers from the call for submission) within each track.
- We will **visit the print plant of the Saarbruecker Zeitung** (belongs to the Holtzbrinck group) with the latest logistic system in whole Europe.
- We will try a new way to exchange the idea **how to teach media management**. Therefore we scheduled the "Student Day" where international professors will give a mini lecture in their style with students.
- And we will **visit the New Digital Multimedia Newsdesk** of the Saarlaendischer Rundfunk (a broadcast station of the "Association of Public Broadcasting Corporations in the Federal Republic of Germany"). There we will travel through time and see the **digital living room of the future**.
- The closing session will contain a **speech and a discussion about the strategy of the "Association of Public Broadcasting Corporations in the Federal Republic of Germany"** and ends with an invitation to a seated dinner by the **Chairman of "Association of Public Broadcasting Corporations in the Federal Republic of Germany" Fritz Raff**.

So, with this announcement we are happy to host this international conference where we can all exchange ideas. We hope that you will feel the program as exciting as we do.

There will be **no registration fees** to attend the conference. The Saarland Mediamanagement Center and [orga.uni-sb.de](http://orga.uni-sb.de) at the Saarland University will host the conference. That means that **we will cover the costs for the meeting room space, staffing, coffee breaks and all meals during the conference meeting**. Participants must cover their travel to and from the conference, all incidentals, and hotel charges during the conference.

Attached, you will find the registration form. **Please complete the registration form**, and email or fax it back to [orga.uni-sb.de](http://orga.uni-sb.de) (information below) **no later than May 11th**. With your completed registration form, we will book your hotel room so your reservation is waiting for you when you arrive.

Of course, after registration, we will send out additional information on the IMMAA meeting 2007.

Thanks, and looking forward seeing you in Saarbruecken,

Best regards

Chris Scholz & Uwe Eisenbeis

