

**INTERNATIONAL MEDIA MANAGEMENT
ACADEMIC ASSOCIATION 2007**

SCHEDULE

SUNDAY (ARRIVAL DAY)	
	Guests arrive / Hotel check-in
6:30 – 10:30PM	WELCOME BARBECUE (typical “saarländische” barbecue, famous for the area and the state)
	<i>Van service from hotel to barbecue location and back to hotel</i>
MONDAY	
8:00 – 8:15AM	<i>Van service from hotel to Campus</i>
8:30 – 9:30AM	OPENING SESSION: WELCOME & INTRODUCTIONS (CHRIS SCHOLZ)
9:30 – 9:45AM	Coffee Break
9:45 – 11:45AM	TRACK 1 (characteristics of media consumers and audiences) – presentations and discussion (MODERATOR: AD MALTHOUSE)
11:45 – 1:00PM	Lunch
1:00 – 3:00PM	TRACK 2 (characteristics of media and media products) – presentations and discussion (MODERATOR: ELI NOAM)
3:00 – 3:15PM	Coffee Break
3:15 – 5:15PM	TRACK 3 (characteristics of media strategies) – presentations and discussion (MODERATOR: ROBERT PICARD)
5:15 – 5:30PM	<i>Van service from Campus to Hotel</i>
6:45 – 7:00PM	<i>Walk from hotel to restaurant “Toskana”</i>
7:00 – 9:30PM	DINNER: mediterranean food in the restaurant “Toskana”
9:30– 9:45PM	<i>Van service from Dinner to print plant “Saarbrücker Zeitung”</i>
10:00– 11:45PM	VISIT PRINT PLANT SAARBRÜCKER ZEITUNG
11:45– 12:00PM	<i>Van service from print plant “Saarbrücker Zeitung” to hotel</i>

	TUESDAY
8:00 – 8:15AM	<i>Van service from hotel to Campus</i>
8:30 – 10:30AM	TRACK 4 (emerging media trends) – presentations and discussion (MODERATOR: CHRIS SCHOLZ)
10:30 – 10:45AM	Coffee Break
10:45 – 12:45AM	TRACK 5 / OPEN SESSION (characteristics of media management) – presentations and discussion (MODERATOR: ERIK WILBERG)
12:45 – 2:00PM	Lunch
2:00 – 3:45PM	HOW TO TEACH MEDIA MANAGEMENT (STUDENT DAY) Part 1
3:45 – 4:00PM	Coffee Break
4:00 – 5:45PM	HOW TO TEACH MEDIA MANAGEMENT (STUDENT DAY) Part 2
5:45 – 6:00PM	<i>Van service from Campus to Hotel</i>
6:15 – 8:00PM	LEISURE TIME
8:00 – 8:15PM	<i>Walk from hotel to restaurant “Stiefel”</i>
8:30 – 10:00PM	DINNER: typical food of the area in the typical brewery restaurant “Stiefel”

	WEDNESDAY
8:00 – 8:15AM	<i>Van service from hotel to Campus</i>
8:30 – 10:00AM	GROUP WORK – follow up discussion and finalization papers: tracks 1–5 (small groups)
10:00 – 10:15AM	Coffee Break
10:15 – 11:45AM	PRESENTATION: final papers track: 1–5
11:45 – 1:00PM	Lunch
1:00 – 2:30PM	EMERGING TOPICS – new insights and new fields WHAT´S NEXT – research tracks 2008
2:30 – 2:45PM	<i>Van service from Campus to hotel</i>
3:30 – 3:45PM	<i>Van service from hotel to broadcasting station (ARD/SR)</i>
4:00 – 5:15PM	VISIT DIGITAL MULTIMEDIA NEWSDESK “SAARLÄNDISCHER RUNDFUNK” (ARD/SR)
5:15 – 6:00PM	VISIT „THE DIGITAL LIVING ROOM OF THE FUTURE“ “SAARLÄNDISCHER RUNDFUNK” (ARD/SR)
6:00 – 6:45PM	SPEECH about the new strategy of the Association of Public Broadcasting Corporations in the Federal Republic of Germany
6:45 – 7:00PM	<i>Van service from Campus to hotel</i>
7:30 – 7:45PM	<i>Van service from hotel to Château Halberg</i>
8:00 – 10:00PM	SPEECH by the Chairman of “Association of Public Broadcasting Corporations in the Federal Republic of Germany” Fritz Raff SEATED DINNER