



บันทึกข้อความ

ส่วนราชการ สำนักงานประชาสัมพันธ์ต่างประเทศ สงต. โทร. ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐, ๑๗๑๑

ที่ นร ๐๒๐๙.๐๓/๖๓๘๓

วันที่ ๒๗ พฤษภาคม ๒๕๖๔

เรื่อง ขอเชิญเข้าร่วมรับฟังการประชุมสุดยอดผู้นำออนไลน์ หัวข้อ “นิยามบทบาทสื่อบนบรรทัดฐานใหม่ (Leaders’ Web-Summit: ‘Redefining the Role of Media in the New Norm)’”

เรียน ผอ.สำนัก/กอง และหัวหน้าหน่วยงานต่าง ๆ

สถาบันพัฒนากิจการวิทยุ - โทรทัศน์แห่งเอเชีย - แปซิฟิก (Asia-Pacific Institute for Broadcasting Development: AIBD) ได้จัดการประชุมสุดยอดผู้นำออนไลน์ หัวข้อ “นิยามบทบาทสื่อบนบรรทัดฐานใหม่ (Leaders’ Web-Summit: ‘Redefining the Role of Media in the New Norm)’” ในวันที่ ๒ มิถุนายน ๒๕๖๔ เวลา ๑๓.๐๐ – ๑๖.๑๐ น. และวันที่ ๓ มิถุนายน ๒๕๖๔ เวลา ๑๑.๐๐ – ๑๕.๓๐ น. (ตามเวลาประเทศไทย) เพื่อแลกเปลี่ยนเรียนรู้มุมมองในเรื่องบทบาทของสื่อในช่วงวิกฤตการณ์แพร่ระบาดของโควิด-๑๙ ที่ก่อให้เกิดความเปลี่ยนแปลง การพัฒนา และผลกระทบที่เกิดขึ้นทั่วโลก ตลอดจนเป็นเวทีของผู้บริหารสื่อเล่าถึงการเผชิญและก้าวข้ามอุปสรรค

ในการประชุมนี้ นายภควัต พรหมเพ็ญ นักสื่อสารมวลชนชำนาญการ สำนักข่าว ร่วมเป็นวิทยากรบรรยายในช่วงที่ ๔: การสร้างอุตสาหกรรมด้านเนื้อหาที่ยั่งยืน (Session 4: Creating Sustainable Content Industry) ในวันที่ ๓ มิถุนายน ๒๕๖๔ เวลา ๑๓.๐๐ น. (เวลาประเทศไทย) ด้วย

สพต. ขอเชิญบุคลากร กปส. เข้าร่วมรับฟังการประชุมดังกล่าว โดยสแกน QR Code ที่แนบมาตอนท้ายหนังสือนี้ เพื่อลงทะเบียนและกรอกรายชื่อและสังกัด มายัง สพต. ภายในวันที่ ๑ มิถุนายน ๒๕๖๔ ทางอีเมล intercoop.prd@gmail.com หากมีข้อสงสัยสามารถติดต่อสอบถามเพิ่มเติมได้ที่ นางสาวพรพิรุณ หุ่นรอด นักประชาสัมพันธ์ชำนาญการ ส่วนส่งเสริมงานประชาสัมพันธ์ต่างประเทศ สพต. หมายเลขโทรศัพท์ ๑๗๑๐ – ๑๗๑๑ หรือโทรศัพท์เคลื่อนที่ ๐๙ ๙๖๕๒ ๗๘๑๖

จึงเรียนมาเพื่อโปรดพิจารณา

(นางปรีห์กมล ถานอมศักดิ์ชัย)

ผอ.สพต.

ลงทะเบียน



(<https://forms.gle/TCT7Me73tX7mVgMv7>)

รายละเอียด



(<https://qr.go.page.link/NRA7d>)



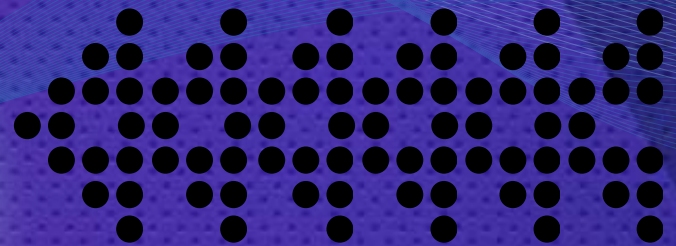
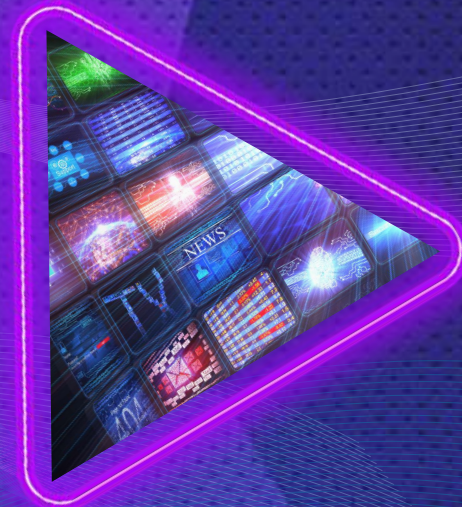
Asia-Pacific Institute for Broadcasting Development



LEADERS' WEB-SUMMIT



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



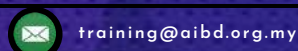
SAVE THE DATE



2nd - 3rd June 2021



2:00pm Malaysian Time (GMT+8)



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

2nd – 3rd 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 regaining 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” 2nd – 3rd 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.

01:00 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.

02:00 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.

03:00 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.

04:30 pm Malaysian Time (GMT+8)

Closing Ceremony

————— **END** —————



Asia-Pacific Institute for Broadcasting Development

LEADERS' WEB-SUMMIT

Redefining the Role of Media in the New Norm

2nd & 3rd JUNE 2021

AGENDA

DAY 1: 2nd June 2021

14:00 Hrs (Malaysian Time - GMT +8)

OPENING CEREMONY

Welcome remarks

Ms Philomena Gnanapragasam

Director, AIBD

Opening remarks

H.E Dr Khieu Kanharith,

Minister of Information,
Cambodia

Keynote address

Ms Armida Salsiah Alisjahbana

Under-Sec-Gen/Executive Sec,
UN-ESCAP

14:30 Hrs (Malaysian Time - GMT +8)

MINISTERIAL TALKS :

Media's role in Dissemination of Information on the Pandemic

H.E. Dr Hasan Mahmud

Information & Broadcasting (MIB)
Bangladesh

H.E. Dr Sok Prasith

Deputy Minister of Information
Cambodia

H.E. Dato' Saifuddin Abdullah

Minister of Communications & Multimedia Malaysia
Malaysia

H.E. Alhaji Lai Mohammed

Minister of Information & Culture (MIC)
Nigeria

H. E. Jose Ruperto Martin Andanar

Information Minister
Philippines

Moderator :

Tomas Lamanauskas

Managing Partner,
Envision Associates
United Kingdom

16:00 Hrs (Malaysian Time - GMT +8)

Break

16:10 Hrs (Malaysian Time - GMT +8)

SESSION 1 :

Devising Safety Guidelines for Media Practitioners During Pandemic

Mr David Hua

Director, Audio & Language Content
Special Broadcasting Service (SBS)
Australia

Mr Senthil Rajan

Additional Director General (News)
Doordarshan (DD)
India

Mr Winson Lai

Executive Producer, News Department
Phoenix TV Hong Kong,
China

Moderator :

Dr Lim Ming Kuok

UNESCO-IPDC

Closing remarks

Ms Philomena Gnanapragasam

Director, AIBD

←.....| **End of Day 1** |.....→

DAY 2 : 3rd June 2021

12:00 Hrs (Malaysian Time - GMT +8)

SESSION 2 :

Success stories on capitalising on media & creating COVID-19
awareness & vaccine acceptability

Dr Randeep Guleria

Director
All India Institute of Medical Sciences (AIIMS)
India

Mr Nasrullah Md Irfan

Deputy Director General (Programme)
Bangladesh Betar,
Bangladesh

Mr Boris Ramirez

President,
Television America Latina (TAL)
Costa Rica, Central America

Dr Claudia Abreu Lopes

Research Fellow
International Institute for Global Health
United Nations University (UNU-IIGH)
Malaysia

Moderator :

Dr Kiran Bedi

IPS (Retd),
Former Lieutenant Governor Puducherry
India

13:00 Hrs (Malaysian Time - GMT +8)

Break

13:10 Hrs (Malaysian Time - GMT +8)

SESSION 3 :

Media's role in combating disinformation in the era of social media

Ms Atsuko Okuda

Regional Director
ITU Asia-Pacific Region,
Bangkok, Thailand

Mr Zulkarnain Mohd Yasin

Chief Regulatory Officer
Malaysian Communications and Multimedia Commission (MCMC)

Ms Ashwini Natesan

Lawyer, Lecturer at Asia-Pacific Institute of Information Technology
Sri Lanka

Moderator :

Mr. Siva

Doordarshan
India

14:10 Hrs (Malaysian Time - GMT +8)

Break

14:20 Hrs (Malaysian Time - GMT +8)

SESSION 4 :

Creating Sustainable Content Industry

Mr Flavoi Bundi

Editor-in-Chief & Programme Director
Radioteleviziun Svizra Rumantscha RTR

Mr. Alexey Nikolov

Managing Editor
Russia Today

Mr. Bhagavad Prompen

Mass Communication Officer,
National News Bureau of Thailand

Moderator :

Dr Kim Youngyiil

International Relations
Korea Broadcasting System (KBS)

15:20 Hrs (Malaysian Time - GMT +8)

Break

15:30 Hrs (Malaysian Time - GMT +8)

SESSION 5 :

CEO INSIGHTS: Revitalisation of Traditional Media

YBhg. Datuk Ruzzain bin Idris

Director General
Radio Television Malaysia

Mr Shohrab Hossain

Director-General
Bangladesh TV
Bangladesh

Mr Abdul Naguibo Abdula

Chief Executive Officer
Radio Mozambique
Mozambique

Dr Mahendran Bista

Executive Chairman
Nepal TV

Dr Fintan McKiernan

Chief Executive Officer
Ideal Systems
Singapore

Mr Raja Singham

Managing Director
Brickfields Asia College Group
Malaysia

Moderator :

Ms Philomena Gnanapragasam

Director, AIBD

17:00 Hrs (Malaysian Time - GMT +8)

CLOSING CEREMONY

Rapporteur Presentation for all

Participant's observations and comments

Floor open to participants

Note of Thanks & Closing remarks

Ms Philomena Gnanapragasam

Director, AIBD

←.....| **End of Event** |.....→