

Start-ups on Air

Media Formats for Young
Entrepreneurs

AGENDA

Conference 27 & 28 November 2021



AGENDA “Start-ups on Air” Saturday, November 27

(UTC +1)

- 12:00** Welcome & Overview

- 12:45** IdeaLab: Tunisia & Algeria (part 1)
Let's get to know each other and start creating innovative formats
- 12:45** IdeaLab: Lebanon & Jordan (part 1)
Let's get to know each other and start creating innovative formats

- 15:00** IdeaLab: Tunisia & Algeria (part 2)
Presentation of ideas and feedback round
- 15:00** IdeaLab: Lebanon & Jordan (part 2)
Presentation of ideas and feedback round

- 16:15** Matching Up! Find your partners for the further development of the ideas!

AGENDA “Start-ups on Air” Sunday, November 28

(UTC +1)

- 12:00** Welcome & Review

- 12:30** Social Media Marketing: How to get rich and famous on Social Media
- 12:30** Self Marketing and Financing: The Female Perspective

- 13:30** Journalism Ethics and Standards: Journalists and Entrepreneurs - How close is too close?
- 13:30** Pitching: How to convince fast and get fans

- 14:35** Format Development: Creative methods for format development
- 14:35** Finding Sponsors: How to find a sponsor - Let's exchange success and failure stories!

- 15:45** Digital Storytelling: Lighting Talk - A quick introduction to online storytelling

- 16:15** Interview with an Investor

- 17:15** Virtual After-Work Drink