

## MASTER-CLASSES

<b>June 22, Thursday</b> <i>Astana, Rixos President Astana, Shanyrak hall</i>	
10:00–18:00	<b>Registration of delegates</b>  <i>Rixos. Shanyrak hall</i>
10:00–11:00	<b>(master-class)</b> Samruk Kazyna, Kazakhstan's sovereign wealth fund  <i>Rixos. Shanyrak hall</i>
11:00–12:00	<b><u>How creative thinking nourishes content and commerce. Celebrating Original Thinking and Gaining Media Impact (master-class)</u></b> David Applefield, special representative, Financial Times, USA  <i>Rixos. Shanyrak hall</i>
12:00–13:30	<b><u>Mechanisms of successful campaigns in the media (master-class)</u></b> Giles Kenningham, head of political press for former British Prime Minister David Cameron  <i>Rixos. Shanyrak hall</i>
13:30–15:00	<b><u>Overview of business news. Commercial aspect of media. How media companies make money? (master-class)</u></b> Todd Baer, Global director, Bloomberg Media, UK  <i>Rixos. Shanyrak hall</i>
15:00-16:30	<b><u>Five centuries of the news history (lecture)</u></b> Shelby Coffey III, vice-chair, Newseum, USA, and former editor of the <i>Los Angeles Times</i>  <i>Rixos. Shanyrak hall</i>
16:30–18:00	<b><u>Fact checking in the digital video age (master-class)</u></b> Toby Leah Bochan, Head of Video, Storyful Versha Sharma, Managing editor, NowThis  <i>Rixos. Shanyrak hall</i>

**June 23, Friday**  
*Astana, Congress hall EXPO*

12:30-14:00	<p><b><u>US foreign policy in the Trump era. View of the Media (master-class)</u></b></p> <p>Ariel Cohen, political scientist, USA</p> <p style="text-align: right;"><i>Congress hall</i></p>
15:00-16:30	<p><b><u>How media influences image of the country (master-class)</u></b></p> <p>Sergey Stanovkin, head of BBC Advertising Representative Offices in CIS</p> <p style="text-align: right;"><i>Congress hall</i></p>