

STRATCOM SUMMIT 2024 PROGRAM

"AI in Communication: Trends, Traps and Transition"

SC STRATCOM
SUMMIT '24

INTERNATIONAL
STRATEGIC COMMUNICATION
SUMMIT '24

December 13, 2024 / Friday – DAY 1

Time	Program
09.00 – 10.00	REGISTRATION
10.00 – 10.05	Opening Ceremony – Opening Video Master of Ceremonies (MoC): Göktuğ KIRCA – Andrea SANKE
10.05 – 11.30	Opening Statements Prof. Fahrettin ALTUN, <i>Head of Communications of the Presidency of the Republic of Türkiye</i> Dr. Cevdet YILMAZ, <i>Vice President of Republic of Türkiye</i> Message from H.E. Recep Tayyip ERDOĞAN, <i>President of Republic of Türkiye</i>
11.30 – 12.30	Panel 1. AI in National Strategy: Governmental Perspectives on Digital Transformation and Strategic Communication Moderator: Robyn DWYER, <i>Broadcaster</i> Panelists: 1. Laurence NDONG, <i>Minister of Communication and Media & Government Spokesperson, Gabon</i> 2. Attaullah TARAR, <i>Federal Minister for Information & Broadcasting, National Heritage & Culture, Pakistan</i> 3. Ziad MAKARY, <i>Minister of Information, Republic of Lebanon</i> 4. Dejan RISTIC, <i>Minister of Information and Telecommunications, Republic of Serbia</i> 5. Yawa Ahofa KOUIGAN, <i>Minister of Communication, Media and Culture & Government Spokesperson, Togo</i>
12.30 – 14.00	LUNCH BREAK
14.00 – 14.20	One-on-One 1. Turkish Government's National Security Perspective in the AI Era Moderator: Ömer KABLAN, <i>News Director of Yeni Şafak International</i> Speaker: Ambassador Akif Çağatay KILIÇ, <i>Chief Advisor to the President on Foreign Policy and Security, Republic of Türkiye</i>
14.20 – 15.20	Panel 2. Digital Transparency vs. Data Security: Finding the Balance Moderator: Dr. Nancy SNOW, <i>Principal, Global Persuasion Strategies</i> Panelists: 1. Dino SELIMOVIĆ, <i>Adviser to the Minister of Foreign Affairs of Bosnia and Herzegovina</i> 2. Prof. Carlos Galán CORDERO, <i>Nebrija University</i> 3. Sandra KHALIL, <i>Associate Director, All Tech Is Human</i> 4. Valeria GIANNOTTA, <i>Scientific Director, CeSPI Observatory on Türkiye</i> 5. Mariyah SAIFUDDIN, <i>Co-Founder & CEO, Innovative Solution Partners</i>
15.20 – 15.35	COFFEE BREAK
15.35 – 15.55	One-on-One 2. Driving Digital Transformation: Insights from Palestine's Telecommunications Vision Moderator: Nadira TUDOR, <i>International News Anchor & Journalist</i> Speaker: Dr. Abed-Alrazzaq NATSHEH, <i>Minister of Telecommunications and Digital Economy, Palestine</i>
15.55 – 16.55	Panel 3. AI in International Strategic Communication: Collaboration and Regulation Moderator: Prof. Deanna SELLNOW, <i>Clemson University</i> Panelists: 1. Prof. Giwoong JUNG, <i>Hankuk University of Foreign Studies</i> 2. Prof. Karen FREBERG, <i>University of Louisville</i> 3. Oliver McTERNAN, <i>Director, Forward Thinking</i> 4. Klaus JURGENS, <i>Director of EFLL & Political Analyst and Communications Strategist</i> 5. Zafer KÜÇÜKŞABANOĞLU, <i>Chairman, Artificial Intelligence Policies Association (AIPA)</i>
16.55 – 17.10	COFFEE BREAK
17.10 – 17.30	One-on-One 3. AI and Strategic Development: A Vision for Azerbaijan's Future Moderator: Assoc. Prof. Kiliç Buğra KANAT, <i>Research Director, SETA Foundation Washington DC</i> Speaker: Hikmet HACIYEV, <i>Assistant of the President of the Republic of Azerbaijan</i>
17.30 – 18.30	Panel 4. Combatting Disinformation with AI: Tools and Strategies for Public Institutions Moderator: Eldor TULYAKOV, <i>Executive Director of the Development Strategy Center, Republic of Uzbekistan</i> Panelists: 1. Miloš GARIĆ, <i>State Secretary in the Ministry of Information and Telecommunications, Republic of Serbia</i> 2. Ahmet ISMAYILOV, <i>Executive Director of Azerbaijan Media Development Agency</i> 3. Miklos GASPARG, <i>Director, UN Information Centre Jakarta</i> 4. İdris KARDAŞ, <i>Coordinator of the Center for Combating Disinformation, Presidency of Republic of Türkiye Directorate of Communications</i> 5. Federico GRANDESSO, <i>Managing Editor of European Union & Italian Political Affairs, NE Global</i>

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December 14, 2024 / Saturday – DAY 2

Time	Program
09.45 – 09.55	Opening Ceremony – Video Message Tawfik JELASSI, Assistant Director-General for Communication and Information, UNESCO Melissa FLEMING, Under-Secretary-General for Global Communications, UN
09.55 – 10.15	One-on-One 4. Deterrence and Defence in a Time of Information Threats: A Conversation Moderator: Louisa PILBEAM, BBC News Anchor and Correspondent Speaker: Marie-Doha BESANCENOT, Assistant Secretary-General for Public Diplomacy, NATO
10.15 – 10.30	Talk 1. The Role of AI in Transforming Neurotechnology Speaker: Zülal TANNUR, Founder, Neurovision AI Tech
10.30 – 11.30	Panel 5. AI in Crisis Communication: Real-Time Strategies for Public Safety Moderator: Nadira TUDOR, International News Anchor & Journalist Panelists: 1. Prof. Timothy SELLNOW, Clemson University 2. Prof. Tjandra ADITAMA, Yarsi University 3. Assoc. Prof. Oğuz GÜNER, Head of Public Diplomacy Department, Presidency of Republic of Türkiye Directorate of Communications 4. Yves STEVENS, Spokesperson, National Crisis Centre (NCCN), Belgium 5. Jean-Christophe NOEL, Research Fellow on Security & International Relations, IFRI
11.30 – 11.45	COFFEE BREAK
11.45 – 12.00	Talk 2. A New Frontier in Artistic Technology Speaker: Malik AFEGBUA, AI Artist
12.00 – 13.00	Panel 6. AI-Driven Cybersecurity in Communication: Protecting Integrity and Trust Moderator: Miranda SCHUNKE, News Presenter Panelists: 1. Assist. Prof. Abdullah Yasin NUR, University of New Orleans 2. Andreas WINDISCH, Head of Research Group, Johanneum Research 3. Mahir YÜKSEL, Founder, Marlinix 4. Monika MANOLOVA, Expert, Digital National Alliance Bulgaria 5. Ellen WASYLINA, President & Founder, Trocadero Forum Institute
13.00 – 14.00	LUNCH BREAK
14.00 – 14.15	Talk 3. Global Strategies for Effective Government Communication Speaker: Emma TURNER, Head of Government Communications Service International (GCSI) Prime Minister's Office & Cabinet Office, UK
14.15 – 15.15	Panel 7. AI's Impact on Journalism: Balancing Accuracy, Objectivity, and the Threat of Deepfakes Moderator: Dr. Kadir ÜSTÜN, Executive Director, SETA Foundation Washington DC Panelists: 1. Prof. Melodena STEPHENS, Mohammed Bin Rashid School of Government 2. Assoc. Prof. İsmail ÇAĞLAR, R&D and Project Coordinator, Presidency of Republic of Türkiye Directorate of Communications 3. Anca Daciana GORON, Director, AVA&Research 4. Saejin PARK, Multilingual News Team Manager, AJP News Agency 5. Josephine DEDET, Deputy Editor and Novelist, Jeune Afrique
15.15 – 15.30	COFFEE BREAK
15.30 – 15.50	One-on-One 5. Innovation for Modernisation: Albania's State Digital Revolution Moderator: Louisa PILBEAM, BBC News Anchor and Correspondent Speaker: Alteo HYSI, Director General of the Media and Information Agency, Republic of Albania
15.50 – 16.10	One-on-One 6. AI – Driven Communication for Sustainable Economic Growth: Opportunities for Bulgaria and Beyond Moderator: Robyn DWYER, Broadcaster Speaker: Krasimir YAKIMOV, Deputy Minister, Ministry of Innovation and Growth, Bulgaria
16.10 – 16.30	One-on-One 7. Challenges Faced Against Misinformation Campaign: Cyprus, A Unique Case Moderator: Miranda SCHUNKE, News Presenter Speaker: Tahsin ERTUĞRULOĞLU, Minister of Foreign Affairs, Turkish Republic of Northern Cyprus
16.30 – 17.30	Panel 8. Ethics in AI-Enabled Communication: Navigating Transparency and Accountability Moderator: Assoc. Prof. Gaye Aslı SANCAR DEMREN, Galatasaray University Panelists: 1. Prof. Ulrich BRÜCKNER, Stanford University 2. Marisa ZALABAK, Founder, Open Channel Culture 3. Jordan MORGAN, Director of Programs, Forward Thinking 4. Andreas HORN, Head of AIOps at IBM 5. Si Nan, Deputy Acting Director of the Asian & African Languages Programming Center, China Media Group
17.30 – 18.15	Closing Remarks