

3-4 MARCH 2016



The 40th Annual UNIS-UN Conference Program

Media's Influence:

Opinions, Activism, & Outcomes

March 3rd

Day 1

8:45–8:55: **Security Announcement**

8:55–9:00: **Opening Remarks:** *Ms. Jane Camblin, UNIS Executive Director*

9:05–9:10: **Co–Chair Welcome**

9:10–9:20: **Deputy Secretary–General Opening Remarks:** *Mr. Jan Eliasson*

9:20–9:50: **Paloma Escudero:** *Director of Communications, UNICEF*

9:50–10:05: **Q&A Session**

10:05–10:40: **Casey Neistat:** *Filmmaker: HBO Series: “The Neistat Brothers”,
YouTuber: 2 million subscribers, Co–founder of Beme Inc.*

10:40–11:00: **Q&A Session**

11:00–12:30: **Lunch**

12:30–12:40: **Security Announcement**

12:40–1:25: **Susan Chira:** *Assistant Managing Editor, New York Times*

1:25–1:45: **Q&A Session**

1:45–2:45: **Open Dialogue:** *“To what Extent is the Use of Social Media in
Advocacy Beneficial or Detrimental to Society?”*

2:45–3:00: **Closing Remarks**



March 4th

Day 2

8:45–8:55: **Security Announcement**

8:55–9:05: **Co-Chair Welcome**

9:05–9:50: **Buzz Bissinger:** *Journalist: Caitlyn Jenner Vanity Fair Article, Author: “Friday Night Lights”*

9:50–10:10: **Q&A Session**

10:10–10:55: **Trevor Johnson:** *Strategic partner to Facebook’s customer marketing and sales teams*

10:55–11:05: **Q&A Session**

11:05–1:05: **Lunch**

1:05–1:15: **Security Announcement**

1:15–1:50: **Suroosh Alvi:** *Co-founder of VICE News*

1:50–2:10: **Q&A Session**

2:10–3:10: **Open Dialogue:** *“Independent or Corporate Media: Which is More Effective?”*

3:10–3:25: **Closing Remarks**



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