

مؤتمر دولي سنوي
2025 - 22 - 21 أبريل 2025

Annual International Conference
21-22-23 April 2025



Djillali Liabes University - Sidi Bel Abbès - Algeria
Faculty of Humanities and Social Sciences
Department of Media and Communication Sciences
Social Studies and Research Laboratory

جامعة جيلالي ليابس - سبيدين بلعباس - الجزائر
كلية العلوم الانسانية والاجتماعية
قسم علوم الاعلام والاتصال
مخبر الدراسات والبحوث الاجتماعية في الجزائر

Presentation: The advancement of entrepreneurship in the Algerian media community is grounded in a combination of investments in advanced technological solutions and adapting to a new content creation environment. In this context, it is essential to discuss the challenges of designing a clear national Media strategy that enables the launch of smart projects meeting the media needs of both audience and institutions.

This first annual conference aims to cristalise a comprehensive vision of the emerging media projects market and to showcasing innovative ideas and future perspectives. The conference targets initiative leaders in media including ; decision-makers, innovators, and technology entrepreneurs linked to the media field, to combine national and international experiences and studies to establish a consensus on sustainability and efficiency , while exploring ways to address gaps raised by the economic and media environment.

Conference Objectives :

- Promote a culture of entrepreneurship and innovation in the media sector and foster collaboration among its institutions.
- Build knowledge on the challenges facing the emerging media projects environment in Algeria.
- Empower journalists and academics to explore the modern needs of audiences.
- Address issues related to training, idea development, media projects, and professional networking.

Participation in the Conference :

Media Professionals :

- Leaders of media institutions.
- Journalists and media professionals from North Africa, the Middle East, and European Union countries.

Academics and Experts :

- Researchers and academics, provided they have scientific publications in emerging projects and entrepreneurship in the media field or related domains.
- Seats allocated for PHD students, to participate in the conference activities.
- Certified trainers affiliated with entrepreneurial institutions.
- Specialists in technological and digital innovation.
- Experts in technology and media.

Entrepreneurs and Partners :

- Investors in the media sector, industrial and economic institutions, incubators, and funding entities.

Conference Themes :

- Technological transformations and innovation in the creation and development of emerging media institutions.
- Overcoming media modeling challenges – Developing attraction strategies.
- Legislation in light of the modernisation of Algeria's media sector.
- Entrepreneurial media projects and experiences.
- Training and strategic planning for media projects.
- Challenges of financing and sustaining emerging media projects.

Rules for Contributions and Participation :

Forum 1: Panel Discussion Proposals :

1. Professionals and entrepreneurs must fill out the form and attach a proposal (up to 1,500 words) including:
 - The title and problem addressed by the proposal.
 - Connection to the conference themes.
2. Academics, researchers, and doctoral students must follow scientific standards:
 - Include a summary of the study or research paper.
 - The work must be original and not previously presented or published.
 - Papers should range between 1,500 and 7,000 words.
 - Accepted languages: Arabic, French, English.
3. The proposer will chair the session and manage discussions throughout the allocated time.
4. Teams of up to 5 participants may submit a joint proposal, with confirmation from team members via a collective document attached to the registration.
5. Proposals will be reviewed by the conference committee for relevance and quality, and only accepted proposals will receive approval.
6. Notification dates for acceptance of proposals will be announced independently.

Forum 2: Participation in Approved Panels :

1. Contribution through a paper (1,500–7,000 words) or a visual presentation (maximum 20 minutes) aligned with the conference themes.
2. The organizing committee will provide participants with a list of approved workshops to choose from.
3. Teams may participate in this space, with separate proposals submitted for each member.

Forum 3: International Presentations :

1. This forum is dedicated to international participants from outside Algeria (North Africa, the Middle East, European Union). Contributions may include:
 - Presentations of emerging media projects or experiences.
 - Training proposals targeting university students hosting the conference.
 - Academic research aligned with the conference themes (1,500–7,000 words).

Forum 4: Investment Showcase

1. Designed for investors and entrepreneurs to propose discussions, projects, or exhibitions of their institutions as part of support activities.
2. Sponsoring institutions can organise exhibitions or workshops aligned with the conference objectives.

Forum5: Success Stories

1. Innovators and media professionals are invited to enrich this space.
2. Proposals of success stories in media from institutions, professionals, or independent experiences are welcomed.

Forum 6: Networking spaces :

1. Networking is tackled across the five forums, but participants are able to dedicate or propose specific spaces for workshops or institutions.
2. Participants are encouraged to choose workshops directed to the university students hosting the conference to foster idea generation, development, and study of the challenges posed by the new media environment.

Important Information :

- Registration Dates: January 20 to February 25, 2025.
- Response to Accepted Proposals: February 20–28, 2025.
- Conference Languages: Arabic, English, French.
- Form Link:

<https://forms.gle/ZpvxqanUUu6MCjoZ7>

• Supervisory Board and Contact Information :

- Honorary President: Prof. Bouziani Merahi / Director of Djillali Liabes University, Sidi Bel Abbes, Algeria.
- General Coordinator: Prof. Seddiki Abdelnour / Vice Rector for External Relations.
- General Supervisor: Prof. El-Ahmar Kada / Dean of the Faculty of Humanities and Social Sciences.
- Conference President: Dr. Aghoulaiche Mohamed.
- Scientific Committee Chair: Dr. Omar Oussama.
- Organizing Committee Chair: Dr. Marah Said.

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