



Day 1

8 July 2025, Tuesday

Time	Programme
09:00	<ul style="list-style-type: none"> PODCASTING Workshop
12:30	Lunch break
14:00	<ul style="list-style-type: none"> PODCASTING Show case <ul style="list-style-type: none"> Challenges Solutions Sharing Ideas
16:30	<ul style="list-style-type: none"> Conversation with Marc Fennell



DAY 2

9 July 2025, Wednesday

Time	Programme
09:00	Welcome & Opening Remarks <ul style="list-style-type: none"> ABU Secretary General, Ahmed Nadeem Malaysia Ministry of Communications Official
09:30	Stage Opening <ul style="list-style-type: none"> Cultural Performance Host of ABU CON-FEST

09:45	Q&A – Marc Fennell – Australian journalist and film-maker The Story of Making Stuff the British Stole – from Podcast to TV Show
10:20	Refreshment break
10:50	<ul style="list-style-type: none"> Content Trends <ul style="list-style-type: none"> YouTube TikTok iFlix
11:30	<ul style="list-style-type: none"> Dynamic Drama Production (TRT-Turkiye, tbc) <ul style="list-style-type: none"> Theme Character Plot Setting Direction Dialogue CG/CGI Wardrobe Make-up Show case by RTM Drama Unit & Special appearance of actors
12:30	Lunch break
14:00	<ul style="list-style-type: none"> The Core Element of Story Telling (Panel Discussion)
15:30	Refreshment Break
16:00	<ul style="list-style-type: none"> Disaster Management <ul style="list-style-type: none"> Turning Experiences into Strength by NHK-Japan Members' Showcase
16:30	<ul style="list-style-type: none"> Key Takeaways Preview of Day 2 Speed Dating
17:00	Closing



DAY 3 Thursday, 10 July 2025

Time	Programme
09:00	<ul style="list-style-type: none"> • Evolution of AI in Audiovisual Industry and key trends/tools- Craig McCosker- Group Product Manager, ABC Australia • Intellectual Property Laws and AI Generated Content • Members' Showcase of AI projects
09:45	<ul style="list-style-type: none"> • Audio Trends <ul style="list-style-type: none"> - RadioDays Asia • The Use of Sound & Sound Design
10:30	• Refreshment Break
11:00	<ul style="list-style-type: none"> • Making Successful Co-Productions • Co-Production Showcase <ul style="list-style-type: none"> - ABU CARE Series - ABU Children's Drama - ABU Song Festival - ABU ROBOCON
11:40	• Media Collaboration
12:30	Lunch Break
14:00	<ul style="list-style-type: none"> • Digital & Social Content Trends <ul style="list-style-type: none"> - Audience behaviour - Key platforms for different content

	<ul style="list-style-type: none"> - Content formats for different platforms - Audience data and analytics • Nori Abdullah – Case study on how to build community around a show
15:30	Refreshments Break
16:00	• How to best promote your content (panel discussion)
16:30	<ul style="list-style-type: none"> • Pitching Session <ul style="list-style-type: none"> - How to pitch your content? - Plausible and Realistic Ideas
17:00	<ul style="list-style-type: none"> • Invitation to Upcoming Events • Closing