SYMPOSIUM
“Social Media Reconsidered”
March 19, 2015

PROGRAMME

8:00 – 9:00 Breakfast

9:00 – 9:30 Opening
- Moroccan British Society
- Cambridge University
- British Council
- Al Akhawayn University

9:30-10:00 Keynote address:
“A Brief History of Social Media – from Berber Weavings to Twitter and Beyond”
Nathan Towne, Social Media Strategist, University of New England

10:00-11:30 Panel 1: Social Media, News and Politics
Moderator: Dr. Nizar Messari (to be confirmed)
- Mr. Rachid Jankari (Mor)
  “The past, present and future of social media in Morocco”
- Ms. Sarah Zaaimi (UK)
  “Internet & Crisis of Re-imagination of the Nation State in the Arab Region”
- Mr. Mahmoud Enayat (UK)
  "Is Facebook a right platform for activism? A case study of Iran"
- Dr. Ella McPherson (UK)
  “The Tension between Pluralism and Verification in Using Social Media Information for Human Rights Reporting”

11:30-11:45 Break

11:45-13:15 Panel 2: Social Media and Business
Moderator: Dr. Paul Anderson
- Mr. Anass Rahimi
  "Social Media and Marketing"
- Mr. Kamal Reggad
  "How to Leverage the Power of Social Media to generate Leads"
- Mr. Muhammad Karim (UK)
  "The Challenges and Opportunities which Businesses find in Social Media."

13:15–14:30 Lunch

14:30-16:00 Panel 3: The Future of Social Media
Moderator: Ms. Samar Mezghani
- Prof. Piet Kommers (Netherlands)
  "Social Media as Catalyst in Learning Communities"
- Mr. Akram Benmbarek (Mor)
  "The post-social media trends"
- Dr. Bouziane Zaid (Mor)
  "Social Media and Privacy: Challenges for the Future"
- Dr. Paolo Gerbaudo (UK)
  "Social Media and Youth Experience"

16:00-16:15 Break

16:15–16:45 Closing Ceremony
- Martin Rose (UK)
- Driss Ouaouicha (Mor)

19:00 Dinner