



Artificial Intelligence
Journalism World
Forum (AIJWF)
DUBAI



THE STORY OF **AIJWF**

2
0
2
3



Artificial Intelligence
Journalism World
Forum (AIJWF)
DUBAI

TABLE OF CONTENTS

1

About AIJWF

2

AIJWF Objectives

3

AIJWF 1st Edition 2021

4

AIJWF 2nd Edition 2022

5

The 3rd and Current Edition 2023

6

The Global Award 2023

7

AIJWF Main Contacts



Artificial Intelligence
Journalism World
Forum (AIJWF)
DUBAI

WHAT IS AIJWF?

Artificial Intelligence Journalism World Forum (AIJWF) is the first global platform, annual event and academic conference that brings together academics, media professionals, AI companies, educational institutions, and government entities to conduct research and forecast on the technologies of the Fourth and Fifth Industrial Revolutions and their impacts on media and entertainment.

Under the slogan "Designing the Future of Media, Touching Human Lives 2050," AIJWF will serve as a foundation for the rigor and intellectual expansion of Artificial Intelligence Journalism and Media of Metaverse.

AIJWF forecasts the future of Humans 2050, particularly in light of the technological advances and artificial intelligence technologies in various fields: Media and Entertainment, Information and Communications Technology, Culture, Healthcare, Education, Economic, Sustainable Development Goals, and designing the future of Smart and Sustainable Cities.





Artificial Intelligence
Journalism World
Forum (AIJWF)
DUBAI

AIJWF OBJECTIVES:

1. Bolster research and forecasting of substantive features of the era of Artificial Intelligence Journalism, 7G Journalism and Media of Metaverse.
2. Monitor 4IR and 5IR technologies that have a direct impact on Media and Entertainment industry.
3. Consider the best ways to use 4IR and 5IR technologies in mass media and daily life.
4. Receive research and academic reports in both Arabic and English on 4IR, Artificial Intelligence Journalism, 7G Journalism and Media of Metaverse.
5. Train a team of researchers and learners to be experts in Artificial Intelligence Journalism, 7G Journalism and Media of Metaverse.
6. Assist universities and research institutes in providing rich, dynamic and unique scientific content about Artificial Intelligence Journalism, 7G Journalism and Media of Metaverse.
7. Lead the media outlets and journalists – especially Arabic outlets – of how to reap the benefits of 4IR and 5IR technologies within an integrated media and mass communication system.



Artificial Intelligence
Journalism World
Forum (AIJWF)
DUBAI



AIJWF OBJECTIVES:

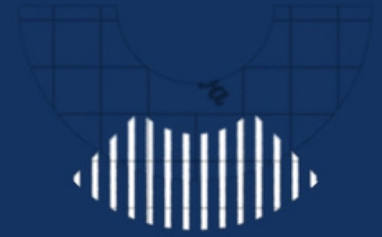
8. Prepare periodic scientific research papers about 7G Journalism and Media of Metaverse as outputs of the annual conference, and of the contributions of researchers and learners in the institution of Artificial Intelligence Journalism, 7G journalism and Media of Metaverse.
9. Prepare opinion polls and scientific surveys about the reality of and Media of Metaverse in media institutions, as applied to a targeted audience.
10. Sponsor an annual award for the best implementation of AI technologies in journalism and Metaverse, as well as award the best journalist and best media content produced using AI technologies, and the best article or study about AI journalism.
11. Establish an international association for journalists working directly with AI technologies.
12. Provide training in the basics and skills of AI for journalists and researchers.
13. Support cooperation with leading and pioneering international institutions in the field of AI technologies, which can make direct impact on mass media.

AIJWF 1ST EDITION, 2021



Artificial Intelligence
Journalism World
Forum (AIJWF)
DUBAI

“Designing the Future of Media, Touching Human Lives 2050”, 29th & 30th of March 2021



The first edition of AIJWF was launched on 29th and 30th of March 2021, and it was headed by Professor Farouk El-Baz, the Egyptian American space scientist and geologist, with the participation of more than 50 universities, think tanks and more than 200 researchers and journalists from 20 countries.

AIJWF 2021 had announced the Global Artificial Intelligence Journalism Award (GAIIA), the first global award in artificial intelligence journalism according to six different categories, which are:

- GAIIA Personality of the Year Award
- GAIIA Media Organization Award
- GAIIA Academic Research Award
- GAIIA AI Innovation Award
- GAIIA Creative Media Content Award
- GAIIA AI Student Award



AIJWF 2ND EDITION, 2022



Artificial Intelligence
Journalism World
Forum (AIJWF)
DUBAI

"Media of Metaverse and Covidization of Media Industry: How the Pandemic has Changed the World of Media and Entertainment Industry",
14th & 15th of March 2022

The 2nd edition of AIJWF was launched on 14th and 15th of March 2022, at the Higher Colleges of Technology (HCT), Dubai, chaired by H.E Professor Abdullatif Al Shamsi President & CEO of Higher Colleges of Technology, AIJWF Honorary President, titled: "Media of Metaverse and Covidization of Media Industry: How the Pandemic has Changed the World of Media and Entertainment Industry".

The 2nd session of AIJWF was in cooperation with UNESCO and a number of Arab and foreign universities from the United States, Britain, Italy, France, India, Australia, UAE, Egypt, Saudi Arabia, Jordan, Algeria and Lebanon.

The 2nd edition of AIJWF was focused on:

1. Covidization of Media Industry to Media of Metaverse and the 7G Journalism Technologies, the Most Significant Changes in Media and Entertainment 2030.
2. How Have Arab Media Outlets Been Affected by the Covid Crisis (Challenges and Opportunities)? Successful Arab Media New Models.
3. Artificial Intelligence Technologies, the Gap between Developed and Developing Countries. AI and its Contribution to the Future of World's Digital Economy (Healthcare, Education, and Future Sustainable Cities)
4. Media Intelligent Applications: "AI Writing Assistant - 360 Photography - VR-Photo Applications - Content Verification", Marketing and Automated Content Creation.
5. Dynamic Human Skills: Hiring for the Fourth Industrial Revolution: the Opportunities and Challenges in Job Market, Advanced Technology and the Future of Dynamic Human Skills (DHS).





THE 3RD AND CURRENT EDITION 2023

**"CREATIVE MEDIA
INDUSTRIES
AND THE ADVANCED
TECHNOLOGY
ERA, ARTIFICIAL
INTELLIGENCE AND
METAVERSE"**

MAY 9TH & 10TH, 2023

AIJWF current version carries a very significant topic about the growth of creative industries in Media and Entertainment in light of the future of advanced technologies. Entitled: (Creative Media Industries and the Advanced Technology Era, Artificial Intelligence and Metaverse)

The AIJWF 2023 focuses on 6 main pillars:

- 1- Media creative cities and digital economy industry.
- 2- Higher education, creative industries and Metaverse solutions.
- 3- Integration of artificial intelligence technologies in media and humanities curricula.
- 4- Legal and legislative challenges in the face of advanced technology and creating Metaverse code of ethics.
- 5- International "Media and Educational" experiences in the world of Metaverse.
- 6- The knowledge gap and demands of the labour market in light of technological progress and Metaverse in the Arab region.



**Artificial Intelligence
Journalism World
Forum (AIJWF)
DUBAI**



THE FIRST STUDENT SESSION ON ARTIFICIAL INTELLIGENCE TECHNOLOGIES AND SKILLS OF THE FUTURE

AIJWF 3rd edition will also hold a university students' session on artificial intelligence technologies and skills of the future, which will be the first of its kind session in such an academic forum. The session will have a panel discussion with 6 students from 6 different majors and from 6 different universities to discuss the following theme, "the knowledge gap and demands of the labour market in light of technological progress and Metaverse in the Arab region".

THE GLOBAL AWARD 2023 : COMMUNICATION AND ARABIC CONTENT ON METAVERSE AWARD (CACM)”



AIJWF 3rd edition presents a unique global award, focusing on communication skills and content creation on Metaverse: “Communication and Arabic Content on Metaverse Award (CACM)”

The Communication and Arabic Content on Metaverse Award (CACM) is to be presented to Arab government entities and Arab media outlets, who are providing actual services on Metaverse, whether those are special services for the media and entertainment industry "Media of Metaverse", or various public intelligent governmental services.

The Award General Terms :

- 1- Each party presents its platform on Metaverse, through an introductory video about the most important services provided on Metaverse, including total statistical information about the numbers of audience and users.
- 2- A monthly average number of daily visits.
- 3- Each candidate should provide the total number of services available on Metaverse, the number of employees specialized in providing services, and the number of services performed "weekly" on Metaverse.
- 4- Media Outlets should provide samples of media content presented on Metaverse, whether it is "news content / advertisements / marketing, etc. "



- 5- All platforms are to be reviewed by an independent arbitration committee, in addition to a team of AIJRF experts in order to determine the best media or governmental services provided.

- 6- The top 10 winners will be contacted to participate in a specialized panel discussion on the Artificial Intelligence Journalism World Forum (AIJWF) "March, 2023", which will be followed by the announcement of the winning agencies after the public panel discussions in front of the jury and the public.



Artificial Intelligence
Journalism World
Forum (AIJWF)
DUBAI



AIJWF MAIN CONTACTS

-Communication and Creating Arabic
Content on Metaverse Award(CACM)

Prof. Ahmed Mansoori

Manager of the CACM Award

Email: cacm@aijournalism.net

-Media and Academic Relations

Dr. Radwa Abdullatif

**-Manager of the Academic Relations
(Egypt and GCC)**

Email: radwa@aijournalism.net

-Workshop and Trainings

Dr. Rasha Hegazay

Manager of Training and programs

Email: rasha@aijournalism.net

Ms. Shaimaa Kazamel

**UAE Coordinator of Training and
Programs**

Email: shaimaa@aijournalism.net

--Global Partners and Relations

Dr. Abbas Al Zanjne

**Manger of U.S Relations and
Partnership**

Email: abassalzanjne@aijournalism.net

•Mr. Shadi Diab

UAE Media Advisor

Email: shadidiab@aijournalism.net

Academic Papers and Research

Dr. Sheren Mousa

AIJRF Academic Advisor

**Email: sheren.mousa@aijournalism.net
academics@aijournalism.net**

Panellists and Sessions

Eng. Amel Boumahra

**Manager of Administrative Affairs,
AIJRF**

Ms. Shaimaa Kazamel

**UAE Coordinator of Training and
Programs**

All Other Inquiries

All Other Inquiries AIJWF Team

aijwf@aijournalism.net