



# 5TH AIJWF

## Artificial Intelligence Journalism World Forum (AIJWF) 2020-2025

## AI-driven Innovation Models for Media Outlets

النماذج الإبداعية في  
صناعة الإعلام المُعزز  
بتقنيات الذكاء  
الاصطناعي

In cooperation with the American  
University of Sharjah (AUS)

# AGENDA



Email  
[aijwf@aijournalism.net](mailto:aijwf@aijournalism.net)



Website  
[aijwf.com](http://aijwf.com)



Location  
American University of Sharjah





# 5TH AIJWF

## Agenda



**Day-01**  
**Monday 28th April, 2025**

**08:00am**  
**8:30am**

**Registration &  
Networking**

**08:45am**  
**9:00am**

**Opening Speech**



- H.E Prof. Abdullatif AISHamsi  
General Rapporteur of the AIJWF  
5 Years of Forecasting the Massive Growth of AI

- H.E Prof. Farouk El-Baz, Director of the Center  
for Remote Sensing, Boston University. U.S.A  
Arab Talent and the Massive Investments in AI and  
Advanced Technologies

- H.E Dr. Mohamed Abdulzaher, AIJRF CEO  
AI-driven Innovation Models for Media Outlets  
and Automated Content Creation



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## AGENDA



**Day-01**  
**Monday 28th April, 2025**

**09:00am**  
**09:40am**

### Keynote Speakers

- H.E Dr Abdullah Belhaif Al Nuaimi  
Chairman of Sharjah Consultative Council, UAE  
The Rapid Growth of Artificial Intelligence in UAE

- H.E Dr. Eesa Al Bastaki  
President of the University of Dubai  
Integrating AI into Higher Education:  
Important highlights from the Arab Index for AI

- H.E Prof. Steven Griffiths  
Vice Chancellor at the AUS  
The rapid growth of artificial intelligence and its  
global impact



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**Day-01**  
**Monday 28th April, 2025**

**09:50am**  
**10:30am**

**The Main Opening  
Session**

**Agentic AI : A Revolutionary Leap for AI Growth**

- H.E Dr. Eesa Al Bastaki - Panelist  
President of the University of Dubai
- H.E Prof. Ali al-Alnaqbi- Panelist  
Chancellor of University of Khorfakkan
- H.E Dr. Mohammed Al-Ali- Panelist  
CEO of TRENDS Research & Advisory, UAE
- H.E Mr. Shihab Alhammadi - Panelist  
Vice Chancellor of the University of Sharjah
- Mirna Mounzer - Moderator  
TV Presenter at Abu Dhabi Media (ADM),

**10:30am**  
**11:00am**

**AIJWF Speakers &  
Partners Honouring**



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## AGENDA



### Day-01 Monday 28th April, 2025

**11:00am**  
**11:30am** **AIJRF MOUs**

- University Of Khorfakkan
- TRENDS Research & Advisory
- Global Impact Alliance

**11:30am**  
**12:00pm** **Break**

#### Coffee Break

**12:00pm**  
**12:30pm** **1st Panel Discussion**

### The potential of Synthetic Media: Our Creativity with New Technology

- Prof. Mohamed Showman - Panelist  
Vice Chairman at Elshorouk Academy, Egypt
- Prof. Jairo Alfonso Lugo-Ocando - Panelist  
Dean of the College of Communication at the University of Sharjah
- H.E Dr. Mohammed El Okby -- Panelist  
Assistant Minister and Official Spokesperson
- Prof. Mohammed Kirat - Panelist  
Dean of the College of Media and Mass Communication,
- Mr. Abass Alzanjne - Panelist  
AI and Newsroom Expert AIJRF, USA
- Prof. Thouraya Snoussi - Moderator  
Chair. Dep. of Mass, Communication, University of Sharjah



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### Day-01

**Monday 28th April, 2025**

**12:30pm  
01:00pm**

**2nd Panel  
Discussion**

**AI: The Potential to Address Biggest  
Challenges in Education, AIU Index**

- Prof. Seham Nassar -Panelist  
Professor of Media and Mass Communication
- Prof. Ahmed Al Mansoori -Panelist  
Chairing the Department of Media at the UAE University
- Dr. Eng Suaad Al Shamsi -Panelist  
Aviation Research and Innovation Lecture
- Dr. Rasha Hegazy -Panelist  
Professor of Public Relations, El Shorouk Academy
- Ms. Muna Al Hammadi -Panelist  
AI Researcher
- Ms. Ilhem Sghayer - Moderator  
TV Presenter, UAE

**01:00pm  
01:30pm**

**3rd Panel  
Discussion**

**Media Production Utilizing Gen AI: Aspects of  
Innovation**



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### Day-01 Monday 28th April, 2025

- Dr. Walaa Fouda - Panelist  
Associate Professor of Digital Media, University Of Khorfakkan
- Mr. MacLean Brodie - Panelist  
CEO, MSL Middle East
- Eng. Fadi Radi- Panelist  
CCO & Revenue and Business Development Executive at Blinx
- Dr. Hamoud Almahmoud - Panelist  
Chief Content Officer, Majarra
- Ms. Salwa Arfaoui  
Regional director Next Level, UAE
- Ms. Sona Nambiar- Moderator  
Founder at Kimiyaa, Editor-at-Large AIJRF

01:30pm  
02:10pm

**Lunch Break**

02:15pm  
02:45pm

**4th Panel  
Discussion**

**The Top 5 New Models of Media Outlets  
Utilizing AI in 2025**



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### Day-01 Monday 28th April, 2025

- Prof. Sherif Badran -Panelist  
Founder and Dean of Communication and Media College, Gulf University, Bahrain
- Dr. Radwa Abdullatef- Panelist  
Digital Media, AI Journalism Expert, and AIJRF Academic Advisor
- Dr. Khalifa Al Obiedli -Panelist  
Metaverse & Digital Media Researcher
- Mr. Philippe Riachy -Panelist  
Station Head & Program Director of Radio Al Rabia
- Mr. Shadi Diab -Panelist  
Senior Media Advisor- MSL
- Mr. Makki Helal - Moderator  
Asharq TV Presenter

**02:45pm**  
**03:30pm**

**5th Panel**  
**Discussion- Closing**

**Conclusion, Recommendations and AIJD  
Graduation Ceremony**



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# 5TH AIJWF

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Day 02-  
Tuesday 29th April, 2025

09:30am  
12:00pm

تحدي HTGI  
Human Talent vs Gen AI

12:00pm  
02:00pm

Training Course

تقنيات الذكاء الاصطناعي ومهارات الاتصال الحكومي  
- 10 تطبيقات في إدارة المنصات الحكومية



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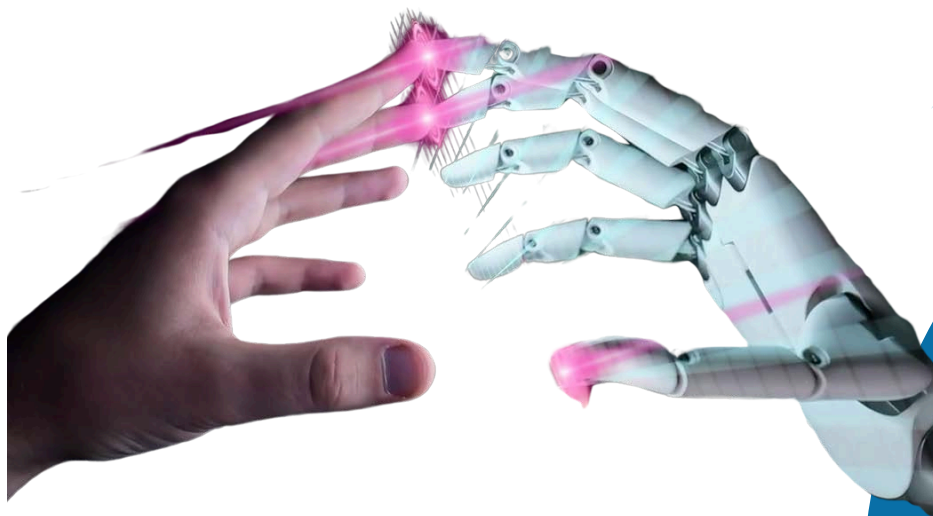
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# 5TH AIJWF

## Artificial Intelligence Journalism World Forum (AIJWF)



### Designing the Future of Media, Touching Human Lives 2050



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