



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



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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 AlShamsi
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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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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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
- Mr. Abdullah Al Baghdadi- Moderator
TV Presenter and Speech Coach

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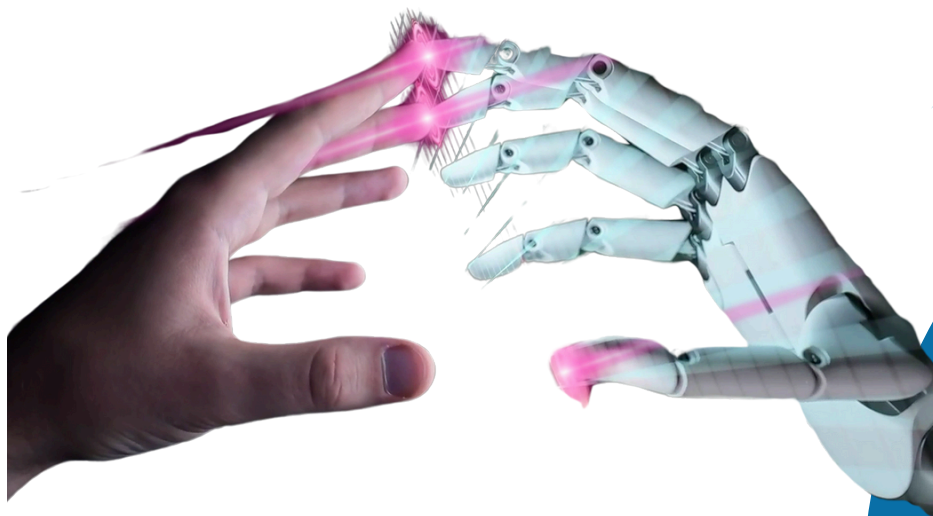
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Designing the Future of Media, Touching Human Lives 2050



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