

# Innovation Journalism: Detecting Weak Signals

*European Journalism Centre, Amsterdam-Maastricht Summer University,  
Stanford Center for Innovations in Learning, Deutsche Welle*

At the European Journalism Centre in Maastricht, Netherlands

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Day One – 25 July

*"Establishing the Concept of Innovation and Innovation Journalism"*

- Innovation, Policy, Culture, Journalism, Journalism Training, Working Models, Cooperation Strategies and Partnerships, Research Issues

**Host:** Wilfried Rütten, Director, European Journalism Centre

15:00 – 15:45	<b>Keynote: Introduction to "Innovation Journalism"</b> David Nordfors, Stanford Center for Innovations in Learning
16:00 – 17:00	<b>Putting Community at the Core of Innovation in New Media</b> Evgeny Morozow, Director of New Media, Transitions Online
17:00 – 17:30	Coffee break
17:30 – 18:00	<b>Conclusion and open talk</b> David Nordfors, Wilfried Rütten, Evgeny Morozow and others
18:00 – Sunset	Networking, drinks and finger food on a terrace overlooking the River Maas and downtown Maastricht

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Day Two – 26 July

*"Establishing Innovation in ICT Industries"*  
*Detecting Weak Signals*

- Innovation, Policy, Culture, Human Resources, Standards, Incumbent, InnovationJam, Working Models, Strategies, Public Private Partnership, Research

**Host:** Wilfried Runde, Head of Innovation Projects, Deutsche Welle

10:00 – 10:30	<b>Introduction</b> David Nordfors, Stanford Center for Innovations in Learning Wilfried Rütten, Director, European Journalism Centre
10:30 – 11:15	<b>Innovate or Go</b> Stefan A. Jenzowsky, Trommsdorff + Drüner, Innovation + Marketing Consultants, Berlin. Former Vice President, Strategy and Head of Business Innovation Siemens Communications
11:15 – 11:45	<b>Innovation in Incumbent Industries</b> Manfred Moormann, Head of Broadband Entertainment and Services, Telekom Austria
11:45 – 12:15	<b>Innovation, Competence, Convergence</b> Ekkehart Gerlach, Managing Director, Deutsche Medienakademie
12:15 – 13:00	<b>Innovation in the ICT and Media Industries:</b> Discussion Roundtable between Wilfried Runde, Stefan A. Jenzowsky, Manfred Moormann, Ekkehart Gerlach
13:00 – 14:00	Lunch break
14:00 – 14:30	<b>European Strategies for Innovation</b> Roland Strauss, European Innovation Dialogue, Strauss & Partners
14:30 – 16:00	<b>Trends in Innovation</b>  Horizontal approach to Copyright Issues Dr. Pietro Graf Fringuelli, CMS Hasche Sigle Attorneys  New Media Regulation Frameworks Eric Karstens, European Journalism Centre  Reporting Innovation / Innovation Reporting Daniel A.J. Sokolov, Journalist, Vienna

16:00 – 16:30	Coffee break
16:30 – 17:30	<b>Conclusion and open talk</b> David Nordfors, Wilfried Rütten, Stefan A. Jenzowsky, Manfred Moormann, Roland Strauss, Ekkehart Gerlach, Daniel Sokolov and others
17:30 – Sunset	Networking, drinks and finger food on a terrace overlooking the River Maas and downtown Maastricht

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### Day Three – 27 July

*“Best practices: Innovation in the Media Industries”*  
*Convergence is here to stay*

- Media, Innovation, Policy, Human Resources, Standards, Incumbents and Wildcards, Integrated newsrooms, Workflow Strategies, Research. “Best practice” examples

**Host:** John Burke, World Editors Forum, World Association of Newspapers

10:00 – 10:15	<b>Introduction</b> David Nordfors, Stanford Center for Innovations in Learning Wilfried Rütten, Director, European Journalism Centre, Maastricht
10:15 – 10:45	<b>Keynote</b> Innovation in Newspapers Claude Erbsen, Innovation-Mediaconsulting, New York
10:45 – 11:15	<b>Reinventing the Multi Media Newsroom</b> Sarah Schantin-Williams, IFRA Newsplex
11:15 – 11:45	<b>Innovations in Publishing</b> Jan Bierhoff, Director, European Centre for Digital Communication
11:45 – 12:30	<b>Newspapers in the 21<sup>st</sup> Century</b> Discussion Roundtable between Claude Erbsen, Jan Bierhoff, Sarah Schantin-Williams, John Burke

- 12:30 – 14:00 Lunch break
- 14:00 – 14:30 Keynote “**The future of media and the TIME industry**”  
Stefan A. Jenzowsky, Trommsdorff + Drüner, Innovation + Marketing Consultants, Berlin. Former Vice President of Strategy and Head of Business Innovation, Siemens Communications
- 14:30 – 15:15 **Innovation Strategies for an International Broadcaster**  
Wilfried Runde, Head of Innovation Projects, Deutsche Welle
- 15:15 – 16:00 **InnovationJam: the Newsroom Organisation of Tomorrow**  
  
John Burke, World Association of Newspapers  
  
Marian Semm, IBM  
  
Jörg Sadrozinski, Tagesschau Online  
  
Wilfried Rütten, European Journalism Centre  
  
Claude Erbsen, INNOVATION Mediaconsulting  
  
Jan Bierhoff, European Centre for Digital Communication  
  
Sarah Schantin-Williams, IFRA Newsplex
- 16:00 – 17:00 **Conclusion and open talk**  
with all participants / Outlook AMSU 2008
- 17:00 – Sunset Networking, drinks and finger food on a terrace overlooking the River Maas and downtown Maastricht