



**Conference Programme**

<b>DAY 1</b>	
<b>OCTOBER 11, 2017</b>	
<b>REGISTRATION</b>	<b>8.00 - 8.30</b>
<b>OPENING SESSION</b> Introduction and welcome	<b>8.30 - 9.00</b>
<b>Speakers:</b> <ul style="list-style-type: none"> <li>- Juan Luis Mejía. <i>Vice Chancellor EAFIT. University</i></li> <li>- Diego Fernando Montoya. <i>Head of Communication and Media Studies. EAFIT University</i></li> </ul>	
<b>FIRST KEYNOTE SPEECH</b> <b>Matthew Freeman (United Kingdom)</b>	<b>9.00 - 11.00</b>
<b>COFFEE BREAK</b>	<b>11.00 - 11.30</b>
<b>SECOND KEYNOTE SPEECH</b> <b>Dan Hassler Forest (The Netherlands)</b>	<b>11.30 - 13.00</b>
<b>LUNCH</b>	<b>13.00 - 14.00</b>

WORKING SESSIONS		14.00 -17.00
<b>Session A: Transmedia Creation and Design</b>		
<b>Category:</b>		
<b>Frameworks and discussion about the field of transmedia design and creation</b>		
1	Max Giovagnoli	Transmedia design/Transmedia as a new artistic discipline
2	Andre Luiz Sens	Transmedia design: deepening the concept
3	Cameron Cliff	Beyond the Hollywood Approach
4	Filippo Gilardi	Creativity and transmedia franchise <b>Confirmed</b>
5	Karine Halpern	Transmedia is to the media what contemporary art is to the arts
<b>Session B: Transmedia Audiences: Subjectivities, Experiences and Fandom</b>		
1	Michael Humphrey	The Transmediated Self's Story: Examining Working Narratives in Social Media Ecosystems <b>Confirmed</b>
2	Vicente Gosciola, Tatiane Eulalia Mendes de Carvalho and Jaqueline de Oliveira	Cultura colaborativa y cultura participativa en narrativa transmedia <b>Confirmed</b>
3	Johanna Francisca Escobar and María Isabel Villa	La construcción de social del cuerpo en el femslash. Un análisis de la narración creada por los usuarios de la serie Anatomía de Grey
4	James Dalby	Transmedia audiences: The Modular Body <b>Confirmed</b>
5	Daniel Higueta	Audiencias, ciudadanos y prosumidores en los medios digitales, caso: Snow revolution y Alexei Navalny <b>Confirmed</b>
6	Asher Rospigliosi and Sebastian Raza	Transmedia acceleration: what stories do current undergraduate students engage with in the first ten minutes of their day <b>Confirmed</b>
<b>END OF THE FIRST DAY</b>		

DAY 2 OCTOBER 12, 2017		
<b>REGISTRATION</b>		<b>8.00 - 9.00</b>
<b>THIRD KEYNOTE SPEECH Carlos Scolari (Argentina)</b>		<b>9.00 - 11.00</b>
<b>COFFEE BREAK</b>		<b>11.00 - 11.30</b>
<b>FOURTH KEYNOTE SPEECH Vicente Gosciola (Brazil)</b>		<b>11.30 - 13.00</b>
<b>LUNCH</b>		<b>13.00 - 14.00</b>
<b>WORKING SESSIONS</b>		<b>14.00 - 17.00</b>
<b>Session C: Transmedia Creation and Design</b>		
<b>Category: Experiences and Projects</b>		
<b>1</b>	Patrick McGreer	The Lost and Found Treasure Hunt
<b>2</b>	Mara Dionisio Valentina Nisi, Nuno Nunes, Claudia Silva, Deborah Castro, Dina Dionisio	Leveraging Transmedia to augment tourists' awareness about natural heritage <b>Confirmed</b>
<b>3</b>	Kevin Franco	Thriller novel using transmedia storytelling
<b>4</b>	Ivan Kireev	Sleep Clinic
<b>5</b>	Vicente Gosciola	Multiplicación audiovisual entre plataformas: el proyecto @julietacapuleto <b>Confirmed</b>

<b>Session D: Transmedia Audiences: Subjectivities, Experiences and Fandom</b>		
<b>1</b>	Renata Cerqueira	Serial Fiction Public Participation: study case Malhação – Sonhos
<b>2</b>	Kenia Freitas	Reflections on the TV reception instance in the ambience of transmediality and interactivity <b>Confirmed</b>
<b>3</b>	Camila Figueiredo	Fan participation in transmedial narratives on Brazilian television
<b>4</b>	Rosane Svartman	Brazilian telenovela in transformation
<b>BOOK LAUNCH EVENT</b> <b>Dan Hassler Forest</b> <b>Transmedia Book Series</b> <b>Amsterdam University Press</b>		<b>17.15 -18.45</b>
<b>EAFIT University</b> <b>Diego Fernando Montoya y Camilo Tamayo Gómez</b> <b>Comunicación transmedia</b> <b>Tecnologías de la visibilidad</b>		
<b>END OF THE SECOND DAY</b>		

<b>DAY 3</b>	
<b>OCTOBER 13, 2017</b>	
<b>REGISTRATION</b>	<b>8.00 - 9.00</b>
<b>FIFTH KEYNOTE SPEECH AND SIXTH KEYNOTE SPEECH</b>  <b>María Isabel Villa (Colombia) and Diego Fernando Montoya</b>	<b>9.00 - 11.00</b>
<b>COFFEE BREAK</b>	
<b>ROUNDTABLE</b> <b>Research Perspectives to the Transmedia Field</b>  <b>Participants:</b> <b>Carlos Scolari (Argentina), Dan Hassler Forest (The Netherlands), Diego Fernando Montoya (Colombia), María Isabel Villa (Colombia), Vicente Gosciola (Brazil) and Matthew Freeman (United Kingdom)</b> <b>Moderator: Camilo Tamayo Gómez (Colombia)</b>	<b>11.30 - 13.00</b>
<b>LUNCH</b>	
<b>WORKING SESSIONS</b>	
<b>Session E: Transmedia Creation and Design</b>	
<b>Category:</b>	
<b>Case Studies</b>	
<b>1</b>	Inara Rosas; Hanna Nolasco  Transmedia in Brazilian telenovelas: a study of three cases in Rede Globo Television Network <b>Confirmed</b>
<b>2</b>	María Ruth García Pernía, Julián de la Fuente Prieto, Sara Cortés Gómez and Rut Martínez Borda  Narrativas transmedia y creación de contenido infantil a través de la Familia Telerín
<b>3</b>	Fernanda Duarte  Transmedia meets tangible interface design: a case study of Ford's "Calendar of Longing" campaign

4	Paola Galicia, Nelly Páez and Yaleri Rivera	Estrategia transmedia para difundir el arte emergente <b>Confirmed</b>
5	Stuart Francis and Asher Rospigliosi	The Digital Marketing Power of Transmedia: Applying Keller's Brand Resonance Pyramid to the Marvel Cinematic Universe <b>Confirmed</b>

### Session F: Transmedia Literacies and Education

1	Jill McGuire	Using threshold authoring architecture to engage young adult audiences within the context of transmedial publishing for literature and learning
2	Dilek Gürsoy	Teaching Transmedia Journalism: In Quest of a New Path
3	María Luisa Zorrilla Abascal	Recursos y prácticas transmedia en el ámbito educativo <b>Confirmed</b>
4	José Manuel Corona Rodríguez	Alfabetismo Transmedia y comunidad creativa de Makers: Participación colectiva en el desarrollo de habilidades necesarias para el mundo hiperconectado. <b>Confirmed</b>
5	María de Lourdes Fuentes	Cultura participativa e inteligencia colectiva en la impresión 3D: el proyecto RepRap y la comunidad de diseño Thingiverse <b>Confirmed</b>
6	Diana Socha Hernandez	Comunicación educativa: Narrativas Transmedia

### Session G: Transmedia Practices, Platforms and Genres

1	Julie Escurignan	'Unbowed, Unbent, Unbroken'? Branding Game of Thrones Across Media
2	Miikka Mäkitalo	Transmedia storytelling as a branding tool in a public administration organisation
3	Renira Rampazzo, Geane Carvalho and Lorena Peret	Rio 2016 Olympics and the Transmedia Journalism of Planned Events <b>Confirmed</b>

4	Nicole Basaraba	Interactive Transmedia Storytelling for Cultural Heritage and Tourism <b>Confirmed</b>
6	Norberto Leonardo Murolo	Las series web en Argentina: apuntes sobre el nacimiento de una industria <b>Confirmed</b>
7	Laura Isabel Rojas de Francisco and Juan Carlos Monroy Osorio	Cultural agenda for leisure time in Medellín: A transmedia content strategy. <b>Confirmed</b>
<b>FINAL REMARKS AND CONCLUSIONS</b>		<b>17.00 -18.00</b>
<b>END OF THE CONFERENCE</b>		

