



LOYOLA VISCOM  
**MEDIA CON '19**



## CHANGING SCREENS & EMERGING MEDIA PARADIGMS

[www.lvmc.in](http://www.lvmc.in)

### INTRODUCTION

Loyola College, Chennai is an Autonomous College affiliated to the University of Madras. The Department of Visual Communication of Loyola College is the pioneer of media education in India having completed 30 years successfully.

LOYOLA VISCOM tries to redefine the concept of media convergence in the MEDIACON'19 "*Changing Screens and Emerging Media Paradigms.*" Aiming to create the first of its kind—a cognitive platform that is facilitated by the best of partnering, technology and communities. Media Con'19 is committed to enabling media transformation by reducing the gap between the aspiring and the inspiring.

With a stellar beginning the first edition of the Media Conclave is all set to welcome the who's who from the world of media, ranging from traditional to new age

– transcending to handheld era. During its two-day conclave of keynote presentations, Panel Sessions and Interactive Sessions, includes media buying and know-how of producing and selling media content, networking opportunities and access to media professionals.

This media conclave will help communication professionals develop techniques that work, prepare media materials that produce results, and interact with some of the nation's top directors, producers, COOs of channels and production houses, digital film marketing people and OTT content distributors.

#### WHO SHOULD ATTEND?

Media Educators | Media Students | Media Content Buyers and Sellers

**Date :** September 30<sup>th</sup> & October 1<sup>st</sup>, 2019

**Time :** 9.00 am to 5.00 pm

**Venue:** Bertram Hall, Loyola College, Chennai



**DAY – 1**  
**September 30<sup>th</sup> 2019**

**Registration: 9.00 am to 9.30 am**

## **INAUGURATION**

**Time :9.30 am to 9.45 am**

**Rev. Dr. Francis P. Xavier, S.J., Rector, Loyola College.**

**Rev. Dr. D. Selvanayakam, S.J., Secretary, Loyola College.**

**Rev. Dr. A. Thomas, S.J. Principal, Loyola College.**

**Dr. Melchias Gabriel, Deputy Principal, Loyola College.**

**Dr. L. Chinnappan, Head, Department of Visual Communication, Loyola College.**

**Mr. D.G. Eugene, Co-ordinator, Department of Visual Communication, Loyola College.**

**Mr. Kalaipuli S Thanu, Film Producer**

**Mr. G. Venket Ram, Celebrity Photographer**

**Mr. Ravi K Chandran, Cinematographer**

**Mr. Anup Chandrasekar, Business Head, Colors Tamil**

## **KEYNOTE ADDRESS**

**Time: 9.45 am to 10.00 am**

**Film Promotions & Marketing in the 21<sup>st</sup> Century-Challenges**

*Mr. Kalaipuli S Thanu, Film Producer*



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<b>Session – 1</b>	<p><b>Time: 10.00 am to 10.30 am</b></p> <p><b>NEW DIGITAL TRENDS</b></p> <p><b>Future of Photography Industry</b></p> <p><i>Mr. G. Venket Ram, Celebrity Photographer</i></p> <p><b>Nuances of Cinematography – Interactive Session</b></p> <p><i>Mr. Ravi K Chandran, Cinematographer</i></p>
<b>Session – 2</b>	<p><b>Time: 10.30 am - 11.15 am</b></p> <p><b>MOMENTS WITH THE MASTER -INTERACTIVE SESSION</b></p> <p><b>Subverting Expectations in Mainstream Cinema -Challenges</b></p> <p><i>Mr. R. Balki, Film Maker &amp; Screenwriter</i></p>
<p><b>Coffee Break: 11.15 am to 11.30 am</b></p>	
<b>Media Con' 19 Theme</b>	<p><b>Time: 11.30 am to 11.45 am</b></p> <p><b>Changing Screens &amp; Emerging Media Paradigms</b></p> <p><i>Mr. Vijay Vishwanath, Founder, MediaNews4u.Com</i></p>



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<b>Session – 3</b>	<p><b>CHANGING FACE OF TELEVISION</b></p> <p><b>Time: 11.45 am to 12.00 pm</b></p> <p><b>Talk: Future of Television – What Changes &amp; What doesn't?</b></p> <p><i>Mr. Anup Chandrasekar, Business Head, Colors Tamil</i></p> <p><b>Time: 12.00 pm to 12.45 pm</b></p> <p><b>Panel: Television Content Business –What is Coming Next?</b></p> <p><b>Speakers</b></p> <p><i>Ms. Kavitha Jubin, Cluster Head, Sun Life &amp; Kids Entertainment</i> <i>Mr. G.V. Krishnamurthy, Independent Media Consultant</i> <i>Mr. V. Chandrasekhar Bharathi, COO, News 7</i> <i>Mr. Shyam Kumar, CEO, Win TV</i></p> <p>Panel Moderated by <i>Mr. Pradeep Hejmadi, CEO, Aidem Ventures Pvt Ltd</i></p>
<b>LUNCH BREAK [12.45 pm to 1.45 pm]</b>	
<b>Session – 3</b>	<p><b>Time: 1.45 pm to 2.45 pm</b></p> <p><b>Panel: Fiction &amp; Non-Fiction –What Changes in Future?</b></p> <p><b>Speakers</b></p> <p><i>Mr. Tamildasan, Programming Head, ZEE Tamil</i> <i>Mr. Aldam Jacob, Events &amp; Non-Fiction Show, Network Head, Sun TV</i> <i>Mr. Prasanth Jadav, Independent Content Writer</i> <i>Mr. Saju David. P, Media Consultant</i> <i>Mr. Venkatesh Babu, CEO, Global Villagers</i></p> <p>Panel Moderated by <i>Mr. Vijay Aadhiraj, Actor</i></p> <p><b>Pitching the Script: 2.45 pm to 3.00 pm</b></p>



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**Session – 4**

**STREAMING OPPORTUNITIES**

**Time: 3.00 pm to 3.30 pm**

**Panel: OTT & Digital Content-What's Next?**

*Mr. Rajiv Raghunathan, CEO, Vista India Digital Media Inc*

*Mr. Chidambaram, CEO, Trend Loud Digital India Private Limited*

**Time: 3.30 pm to 3.45 pm**

**Talk: How to be a Successful Influencer?**

*Ms. Preksha Trivedi, Head, You Tube Business - Silly Monks*

**Time: 3.45 pm to 4.00 pm**

**Talk : Digital Marketing of Films –Present & Future**

*Ms. Priyanka Ravindran, CEO, BeatRoute*

**Time: 4.00 pm to 4.15 pm**

**Talk: Digital Evangelization & Exploring Career Opportunities in Digital Media**

*Mr. Umanath. V, Editor in Chief, Medianews4u.com*



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**DAY – 2**  
**October 1<sup>st</sup>, 2019**

**INAUGURATION**

**Time: 9.30 am to 11.15 am**

**Digital Generation: Digital Youth and the Constructive Use of Social Media**

**Padma Bhushan. Tiru.Kamal Haasan, Actor**

<b>Session –1</b>	<p><b>Time: 11.30 am to 12.30 pm</b></p> <p><b>DIGITAL DISINFORMATION</b></p> <p><b>Panel: Managing Fake News &amp; Disinformation in the Streaming Era</b></p> <p><b>Speakers</b></p> <p><i>Mr.Karthigaichelvan.S,Managing Editor, PuthiyaThalamurai</i> <i>Mr.Gunasekaran. M, Senior Editor, News18</i> <i>Mr. Nelson Xavier, Joint Editor, News7 Tamil</i></p> <p>Panel Moderated by <i>Mr.Umanath. V, Editorin Chief,MediaNews4u.Com</i></p>
	<p><b>LUNCH BREAK</b></p>



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<b>Session -2</b>	<p><b>Time: 1.30 pm to 2.30 pm</b></p> <p><b>PITCHING IN THE FUTURE</b></p> <p><b>Film Production Challenges &amp; Issues</b></p> <p><i>Mr.G. Dhananjayan, Film Producer</i> <i>Mr.C.V. Kumar, Film Producer</i></p> <p><b>Pitching the Script: 2.30 pm to 2.45 pm</b></p> <p><b>Time: 2.45 pm to 3.30 pm</b></p> <p><b>Penning a Screenplay for the New Emerging Audience</b></p> <p><i>Mr. Rajumurugan, Film Maker</i> <i>Mr. NalanKumarasamy, Film Maker</i></p> <p><b>Time : 3.30 to 4.00 pm</b></p> <p><b>YouTube Revenue Models</b></p> <p><i>Mr.Vigneshkanth, CEO, Black Sheep YouTube Channel</i></p>
<b>Session -3</b>	<p><b>Time: 4.00 pm to 4.30 pm</b></p> <p><b>PRODUCTION CHALLENGES</b></p> <p><b>Interactive Session with Film Crew- MAHAMUNI</b></p> <p><i>Mr. V. J. Sabu Joseph, Film Editor</i> <i>Mr. Arun Bathmanaban, Cinematographer</i></p>
<b>Pitching Session</b>	<p><b>PITCHING THE SCRIPT</b></p> <p><b>Time: 3.30 pm to 4.30 pm</b></p> <p><b>One to One Sessions - Production Houses &amp; Television Channels, You Tube Channels [Pitch Your Script to Content Buyers - Parallel Session]</b></p> <p>Global Villagers Vikatan TV</p> <p><b>Time:4.30 pm to 5.00 pm</b></p> <p><b>VALEDICTORY</b></p>