

# 2025 emma summer school programme



TOPIC

**Digital transformation of media industries**

Venue address: imec-SMIT-VUB, Bd de la Plaine 9, 1050 Etterbeek, Brussels

The emma summer school will take place on the first floor. Please enter the building Plaineline 9 (see image below) and take the elevator to the first floor, where signs will guide you to the room. We kindly ask you to arrive on time so that you can be present for the introductory session. Click [here](#) for map location.



### **Day One: Tuesday, September 2**

8.45-09.00 hrs Arrival and registration

9.00-09.30 hrs Introduction (prof. Dr. Tim Raats and Dr. Ivana Kostovska, imec-SMIT-VUB)

9.30-12.00 hrs Presentation of research by summer school participants (with coffee break)

12.00-13.00 hrs Lunch at the VUB restaurant Etterbeek

13.00-14.15 hrs Career development session (publishing in academic journals)- Prof. Dr Leona Achtenhagen, Jönköping International Business School, president of emma

14.15-15.15 hrs AI and data in media industries-Prof. Dr Castulus Kolo, president of Macromedia University of Applied Sciences and former emma president

16.00-18.00 Site visit to the Vlaamse Radio- en Televisieomroeporganisatie (VRT) with an industry session on use of AI, followed by light refreshments

### **Day Two: Wednesday, September 3**

8.45-12.00 hrs Site visit to DPG Media in Antwerp with an industry session

12.00-14.15 hrs Lunch and travel to Brussels

14.30-15.30 hrs Media management and economics: Theories and future directions - Prof. Dr Tom Evens, Ghent University

15.30-16.00 hrs Coffee break

16.00-17.30 hrs Research/thesis feedback session (presentation of ongoing work and feedback)

19.15 hrs Organised dinner

### **Day Three: Thursday, September 4**

9.15-10.30 hrs Research/thesis feedback session (presentation of ongoing work and feedback)

10.30-11.00 hrs Coffee break

11.12.15 hrs Research/thesis feedback session (presentation of ongoing work and feedback)

12.15-13.30 hrs Lunch at the VUB restaurant Etterbeek

13.30-15.30 hrs Methodology session (emerging methods and research designs, including use of accessible AI powered tools) - Dr Ivana Kostovska and Ulysse Maes

15.30-16.00 hrs Coffee break

16.00-17.30 hrs Platformisation in media industries – Prof. Dr Tim Raats, VUB

### **Day Four: Friday, September 5**

9.00-12.00 hrs Site visit - Schuman

12.00-13.15 hrs Lunch at the VUB restaurant Etterbeek

13.15-14.30 hrs Career development session (developing research collaborations, building portfolio and networking in the academic community) - Prof. Dr Päivi Maijanen-Kyläheiko, LUT

14.30-15.00 hrs Coffee break

15.00-16.00 hrs Closing of the summer school programme with reflections

19.00 hrs Organised dinner

#### **Local Leisure and Cultural Life**

The venue is well placed for accessing many of Brussels's leisure and cultural attractions. It is in a walking distance from Flagey and La Cambre Abbey, where you can enjoy moments of relaxation. Also, the venue is not far from Louise and Chatelain, both with many bars, cafes and restaurants. There are many other neighbourhoods to explore, as well as museums and cultural centres to visit.