

SPEAKERS



LOYOLA VISCOM MEDIA CON'19

Loyola College Chennai is ranked as one of the finest in the country with over 10,000 students in various streams. The Department of Visual Communication is the pioneer of media education in India. Having completed 30 years successfully, Loyola Viscom efforts to redefine the concept of media convergence in the MEDIA CON'19 - A National Media Conclave on the theme "Changing Screens & Emerging Media Paradigms". During the two-day Conclave there will be keynote presentations, panel sessions and Interactive Sessions, including media buying and know-how of producing and selling media content, networking opportunities and access to media professionals.

REGISTRATION DETAILS (2 DAYS)

For Students : Rs.500/-

For Professors : Rs.750/-

Other Delegates : Rs.1000/-
(Lunch will be Provided)

CONTACT

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✉ mediacon2019@gmail.com

Register to pitch your script to content buyers
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LOYOLA COLLEGE

DEPARTMENT
OF
VISUAL COMMUNICATION



LOYOLA VISCOM

MEDIA CON '19

*CHANGING SCREENS &
EMERGING MEDIA PARADIGMS*

September 30th - October 1st, 2019

Time: 9.00 a.m - 5.00 p.m

Venue: Bertram Hall
Loyola College, Chennai

For More Details log on to www.lvmc.in

[LoyolaViscomMediaCon'19](https://www.facebook.com/LoyolaViscomMediaCon19)



LOYOLA UNIVERSITY WISCONSIN

DAY -1
SEPTEMBER 30TH, 2019

REGISTRATION: 9.00 A.M TO 9.30 A.M
INAUGURATION
TIME : 9.30 A.M TO 9.45 A.M

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. VENKAT RAM, CELEBRITY PHOTOGRAPHER
MR. RAVI K CHANDRAN, CINEMATOGRAPHER
MR. ANUP CHANDRASEKAR, BUSINESS HEAD, COLORS TAMIL

KEYNOTE ADDRESS

9.45 A.M TO 10.00 A.M

FILM PROMOTIONS & MARKETING IN THE 21ST CENTURY-CHALLENGES

MR. KALAIPULI S THANU, FILM PRODUCER

SESSION-1	<p>NEW DIGITAL TRENDS 10.00 A.M TO 10.30 A.M FUTURE OF PHOTOGRAPHY INDUSTRY MR. G. VENKAT RAM, CELEBRITY PHOTOGRAPHER NUANCES OF CINEMATOGRAPHY- INTERACTIVE SESSION MR. RAVI K. CHANDRAN, CINEMATOGRAPHER</p>
	<p>MOMENTS WITH THE MASTER - INTERACTIVE SESSION 10.30 A.M TO 11.15 A.M SUBVERTING EXPECTATIONS IN MAINSTREAM CINEMA- CHALLENGES MR. R. BALKI, FILM MAKER & SCREENWRITER</p>
<p>COFFEE BREAK: 11.15 A.M TO 11.30 A.M</p>	
MEDIACON'19 THEME	<p>11.30 A.M TO 11.45 A.M CHANGING SCREENS & EMERGING MEDIA PARADIGMS MR. VIJAY VISHWANATH, FOUNDER, MEDIANEWS4U.COM</p>

CHANGING FACE OF TELEVISION

11.45 A.M TO 12.00 P.M

TALK: FUTURE OF TELEVISION- WHAT CHANGES & WHAT DOESN'T?

MR. ANUP CHANDRASEKAR, BUSINESS HEAD,
COLORS TAMIL

12.00 A.M TO 12.45 P.M

PANEL: TELEVISION CONTENT BUSINESS-WHAT IS COMING NEXT?

SPEAKERS

MS. KAVITHA JUBIN, CLUSTER HEAD, SUN LIFE
& KIDS ENTERTAINMENT

MR. G. V. KRISHNAMURTHY, INDEPENDENT MEDIA
CONSULTANT

MR. V. CHANDRASEKHAR BHARATHI, COO, NEWS 7
MR. SHYAM KUMAR, CEO, WIN TV

PANEL MODERATED BY **MR. PRADEEP HEJMADI, CEO,**
AIDEM VENTURES PVT LTD

LUNCH BREAK: 12.45 P.M TO 1.45 P.M

01.45 P.M TO 02.45 P.M

PANEL: FICTION & NON-FICTION-WHAT CHANGES IN FUTURE?

SPEAKERS

MR. TAMILDASAN, PROGRAMMING HEAD, ZEE TAMIL

MR. ALDAM JACOB, EVENTS & NON-FICTION SHOW,
NETWORK HEAD, SUN TV

MR. PRASANTH JADAV, INDEPENDENT CONTENT WRITER

MR. SAJU DAVID. P, MEDIA CONSULTANT

MR. VENKATESH BABU, CEO, GLOBAL VILLAGERS

PANEL MODERATED BY **MR. VIJAY AADHIRAJ, ACTOR**

PITCHING THE SCRIPT: 2.45 P.M TO 3.00 P.M

STREAMING OPPORTUNITIES

03.00 P.M TO 03.30 P.M

TALK: OTT & DIGITAL CONTENT-WHAT'S NEXT?

MR. RAJIV RAGHUNATHAN, CEO, VISTA INDIA
DIGITAL MEDIA INC

MR. CHIDAMBARAM, CEO, TRENDLOUD DIGITAL
INDIA PRIVATE LIMITED

03.30 P.M TO 03.45 P.M

TALK: HOW TO BE A SUCCESSFUL INFLUENCER?

MS. PREKSHA TRIVEDI, HEAD, YOU TUBE BUSINESS
SILLY MONKS

03.45 P.M TO 04.00 P.M

TALK: DIGITAL MARKETING OF FILMS -PRESENT & FUTURE

MS. PRIYANKA RAVINDRAN, CEO, BEATROUTE

04.00 P.M TO 04.10 P.M

TALK: DIGITAL EVANGELIZATION & EXPLORING CARRIER
OPPORTUNITIES IN DIGITAL MEDIA

MR. UMANATH. V, EDITOR IN CHIEF, MEDIANEWS4U.COM

DAY -2

OCTOBER 1ST, 2019

SPECIAL GUEST

9.30 A.M. TO 11.15 A.M.

DIGITAL GENERATION: DIGITAL YOUTH AND THE
CONSTRUCTIVE USE OF SOCIAL MEDIA

PADMA BHUSHAN TIRU. KAMAL HAASAN, ACTOR

SESSION-1	<p>DIGITAL DISINFORMATION 11.30 A.M TO 12.30 P.M TALK: MANAGING FAKE NEWS & DISINFORMATION IN THE STREAMING ERA SPEAKERS MR. KARTHIGAICHELVAN. S, MANAGING EDITOR, PUTHIYATHALAMURAI MR. NELSON XAVIER, JOINT EDITOR, NEWS7 TAMIL</p>
	<p>LUNCH BREAK</p>
SESSION-2	<p>PITCHING IN THE FUTURE 01.30 P.M TO 02.30 P.M FILM PRODUCTION CHALLENGES & ISSUES MR. G. DHANANJAYAN, FILM PRODUCER MR. C. V. KUMAR, FILM PRODUCER PITCHING THE SCRIPT: 2.30 P.M TO 2.45 P.M 02.45 P.M TO 03.30 P.M PENNING A SCREENPLAY FOR THE NEW EMERGING AUDIENCE MR. RAJUMURUGAN, FILM MAKER MR. NALANKUMARASAMY, FILM MAKER</p>
	<p>03.30 P.M TO 04.00 P.M YOUTUBE REVENUE MODELS MR. VIGNESHKANTH, CEO, BLACKSHEEP YOUTUBE CHANNEL</p>
SESSION-3	<p>PRODUCTION CHALLENGES 04.00 P.M TO 04.30 P.M INTERACTIVE SESSION WITH FILM CREW- MAHAMUNI MR. V. J. SABU JOSEPH, FILM EDITOR MR. ARUN PADMANABAN, CINEMATOGRAPHER</p>
PARALLEL SESSION	<p>PITCHING THE SCRIPT 03.30 P.M TO 04.30 P.M ONE TO ONE SESSIONS - PRODUCTION HOUSES & YOU TUBE CHANNELS [PITCH YOUR SCRIPT TO CONTENT BUYERS - PARALLEL SESSION] GLOBAL VILLAGERS VIKATAN TV 04.30 P.M TO 05.00 P.M VALEDICTORY</p>