

**WORLD SUMMIT ON
MEDIA FOR CHILDREN AND
YOUTH JUNE 14-18 2010
KARLSTAD SWEDEN**

WORLD SUMMIT 2010 - ATTEND THE MOST IMPORTANT MEETING PLACE!

World Summit on Media for Children and Youth in Karlstad Sweden June 14-18 represents a unique opportunity for you and everyone interested in children, youth and media and children's well-being. Make sure to participate in the most important meeting place in 2010!

DID YOU KNOW THAT:

- World Summit 2010 is a world congress sharing the most recent knowledge of the media and information society and how to improve relationships between children, youth and the mass media?
- World Summit 2010 is absolutely necessary for everyone interested in children's and youth well-being?
- World Summit 2010 will contribute towards smarter adults, children and youth with good insight into the media and excellent media knowledge and skills?
- World Summit 2010 will bring top quality international experts together; as well as training, media industry and research organisations, with focus on children, youth and media?

UPDATE YOUR KNOWLEDGE

World Summit 2010 will be a truly global event with global participation and attended by a range of significant players in the world of media production, media education and media research and policy-making. The Summit intends to work towards a new global vision for children and media and to strengthen Media Literacy Education globally.

Don't miss this opportunity to update your knowledge and understanding about the relations between children, youth and media. Bring you colleagues to meet and listen to media educators and educators, media producers, policy-makers, researchers and children and youth in active participation. For example, learn about the new competencies, digital resources and media tools strengthening children and youth.

You can register today and guarantee your place at the congress. The congress fee is EUR 345 (excl. VAT). For more information about World Summit 2010 and to register, go to wskarlstad2010.se where you also can subscribe to a newsletter to stay updated with the latest news about World Summit 2010.

DOWNLOAD THE PROGRAMME AT WSKARLSTAD2010.SE

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WORLD SUMMIT KARLSTAD PROGRAMME TOPICS

The programme will include 180 sessions. International top quality experts, as well as training, media and research organisations, will be holding lectures, seminars and workshops about the most recent knowledge about children, youth and media. Out of the 180 sessions, more than 40 make high quality professional relevance to children and youth specialists such as teachers and recreation instructors, researchers and youth NGO's.

The following are some examples of programme topics:

- So sexy so soon – sexualisation of children and youth in today's media.
- Growing up with interactive media technology – computer and TV games, the Social Web, the blogosphere and mobile phones.
- How children and youth are represented in the news and media– and how they wish to be represented in the media.
- How children and youth express their digital media skills – and create an image of themselves and each other on the internet.
- From spectator to participant – when teachers and recreation instructors take their place in the media and information society.
- The new curriculum on media and information literacy and how to improve relations between children, youth and the media industry
- The new competencies, digital resources and media tools strengthening children and youth.

WHAT THE WORLD SUMMIT KARLSTAD WANTS TO CONTRIBUTE TOWARDS:

- To give the media industry working in media for children stimulating and inspiring opportunities to discuss the creative, financial and regulatory challenges to face today and tomorrow. To present snapshots of international developments within the field from all over the world.
- Supporting teachers and recreation instructors so they can progress from an outsider position to involvement in the media and information society.
- Providing a scientific basis for media training.
- Giving the decision-makers access to findings from the world of research as a basis for their decisions.
- Giving the media industry increased knowledge of modern research to be used in developing production and distribution.
- Giving decision-makers insight into the role of the media industry and the prerequisites for producing and distributing high-quality content for children and youth.
- Improving the status and availability of media education.
- Increasing children's and youth involvement in and influence on media content.
- Helping children and youth make demands that will lead to better teaching about and involving the media.
- Create and develop an increased dialogue between the following constituencies: media production/content creation, media education/educators, media research, policy-making and children and youth participation in the media.

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