

Program of the 3rd webinar Road to the International Conference on Corporate and Marketing Communication (ICCOMAC) Le Havre – Jakarta, 23 September 2021, 09:00-12:00 (Paris time)

### **Advantages and Challenges of Artificial Intelligence in Communicating Public Campaigns**

<b>14.00 – 14.05</b>	<b>Opening speech</b> Head of the School of Communication at Atma Jaya	Dorien Kartikawangi
<b>14.05 – 14.10</b>	Representative of the French Embassy in Jakarta	- (to be confirmed)
<b>14.10 – 14.15</b>	Rector of Unika Atma Jaya	Dr. Agustinus Prasetyantoko (confirmed)
<b>14.15 – 14.20</b>	Vice-president of Le Havre Normandy University, delegate in charge of international affairs	Michael Hauchecorne (confirmed)
<b>14.25 – 14.30</b>	Director of the UMR 6266 CNRS IDÉES Le Havre laboratory	Fabien Liénard (confirmed)
<b>14.35 – 14.45</b>	<b>Introduction to the webinar</b>	Nia Sarinastiti Hadi Saba Ayon
<b>14.45 – 15.45</b>	<b>Panel Discussion:</b> Information and communication Sciences – Le Havre University, France  MAI, CISA, IPM, Engineering Faculty – Unika Atma Jaya Jakarta, Indonesia	Béatrice Galinon-Méléneç  Dr. Ir. Lukas
<b>15.45 – 16.15</b>	<b>Q&amp;A Session</b>	Nia Sarinastiti Joël Colloc
<b>16.15 – 16.45</b>	<b>Closing Remarks from Atma Jaya – Welcoming to ICCOMAC</b>	-