

RUNDOWN ICCOMAC & HIDEESI 2021

Wednesday, October 27, 2021

Time	Agenda
08.30 – 09.00	Registration
09.00 – 09.05	Welcome and opening by MC Indonesian national anthem “Indonesia Raya” Unika Atma Jaya march song
09.05 – 09.10	Conference Chair report: Dr. Nia Sarinastiti, M.A.
09.10 – 09.15	Remarks by the Chairman of HIDEESI: Dr. Alexander Seran, M.A.
09.15 – 09.20	Remarks by the Dean of FIABIKOM: Dr. Eko Widodo
09.20 – 09.25	Group photo
09.25 – 12.25	Parallel sessions (Marcomm, Corcomm, Media, Ethics) <i>*4 breakout rooms (ICCOMAC & HIDEESI)</i> Moderator: <ul style="list-style-type: none"> - Corporate Communication: Luciana Budiman (Competency and Research Board Member of Perhumas) - Marketing Communication: Dr. Dini Safitri, M.Si. (Universitas Negeri Jakarta) - Media: Hadi Saba Ayon (Le Havre University, Normandy, France) - Ethics: Dr. Mikhael Dua (Atma Jaya Catholic University of Indonesia)
12.25 – 13.25	Lunch break
13.25 – 13.30	Remarks by the Rector of Atma Jaya Catholic University of Indonesia: Dr. A. Prasetyantoko
13.30 – 15.40	PLENARY SESSION <i>*5 speakers @20 minutes, 30 minutes discussion</i> Speakers: Corporate Communication: Dr. Rowena Capulong Reyes Dean of the Institute of Arts and Sciences of Far Eastern University

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PERSERIKATAN HUBUNGAN JURNALIS INDONESIA
PUBLIC RELATIONS ASSOCIATION OF INDONESIA

	<p>The Philippines</p> <p>Marketing Communication: Karina Gan Chief Marketing Officer Accenture, Growth Markets</p> <p>Media: Dr. Carlos Antonio Villa Guzmán Department of Political Studies and in the History Doctorate, University of Guadalajara. Mexico</p> <p>Ethics: Drs. Achmad Charris Zubair, M.A. Chairman of KAGAMA Philosophy Gadjah Mada University, Yogyakarta</p> <p>Dr. Rahtika Diana, M.Si Assistant Head of Doctoral Program in Communication Science Sahid University, Jakarta</p> <p>Moderator: Dr. Satria Kusuma Fajar Mahardika, M.Si.</p>
15.40 – 15.55	<p>Group photo Coffee break</p>
15.55 – 16.15	<p>Closing Keynote: Artificial Intelligence and Bots in Marketing: Ethical Limits of Tools Prof. Dr. Joël Colloc Department of Computer Sciences at University of Le Havre Normandy, France</p> <p>Closing by MC</p>

Thursday, October 28, 2021

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08.30 – 09.00	Registration
09.00 – 09.05	Welcome and opening by MC
09.05 – 10.05	Book launch “30 Tahun HIDESEI” Editorial notes

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	By Dr. Alexander Seran, M.A.
10.05 – 10.15	Announcement of best papers (based on categories)
10.15 – 10.30	Closing remarks: Prof. Alois A. Nugroho
10.30 – 10.40	Group photo Closing by MC
10.40	HIDESI members meeting & management change <i>*Limited only to HIDESI members</i>

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