

NIGERIAN
ELECTRONIC MEDIA CONTENT
EXHIBITION AND AWARDS



Content | Technology | Services

• Content Market • Conferences • Awards

Date:	Location:
Tuesday 22nd - Thursday 24 th , August, 2023	Radisson Blu Hotel, Ikeja Lagos - Nigeria

DAY ONE – Tuesday August 22nd, 2023

Time	Duration	Elements
8.00-9.00	60 mins	Registrations
9.00	-	Exhibition Starts
9.00-9.30	30 mins	Coffee/Tea Break
		Opening Ceremony & All Sessions @ Ijakadi Theatre, Radisson Blue Hotel, Ikeja, Lagos, Nigeria.
9.30-9.35	5 mins	Event Anchor- Patrick Doyle- CEO, Rutherford Doyle Associates.
9.35-9.45	10 mins	EMCOAN's President Welcome Address – Mrs. Jibe Ologeh
9.45-10.00	15 mins	- Keynote Address by Special Guest of Honour - His Excellency Rt.Hon. BLDR. Nwifuru Francis Ogbonna – The Executive Governor, Ebonyi State
10.00-10.15	10 mins	Special Message By - Abdulkarim Chukkol- Acting Chairman, Economic And Financial Crimes Commission (EFCC)
10.00-10.05	5 mins	NEMCEA 2023 Project Director's Opening Speech- Alayande Stephen T.
10.05-11.00	55 mins	<p style="color: blue; margin: 0;">Goodwill Messages:</p> <ul style="list-style-type: none"> • Mallam Shehu Illelah Director General National Broadcasting Commission (NBC) • Dr. Lekan Fadolapo CEO/Registrar Advertising Regulatory Commission of Nigeria (ARCON) • Mr. Salihu Abdulhamid Dembos Director General Nigerian Television Authority (NTA) • Mr. John Ugbe Chairman Broadcasting Organisation of Nigeria (BON) • Abdulkarim Chukkol- Acting Chairman, Economic And Financial Crimes Commission (EFCC) • Alhaji Adedayo Thomas- Executive Director/ CEO, National Film And Video Censor Board (NFVCB). • Mr. Femi Adelusi – President Media Independent Practitioners Association of Nigeria (MIPAN)

		<ul style="list-style-type: none"> • Adeyinka Oduniyi Independent Television Producers Association of Nigeria (ITPAN) • Guy Murray Bruce Chairman- Independent Broadcaster Association of Nigeria (IBAN) • Osamede Uwubanwmen President Advertisers Association Of Nigeria (ADVAN) • Steve Baba-Eko President Association of Advertising Agencies of Nigeria (AAAN) • Emmanuel Ajufo – Outdoor Advertising Association of Nigeria (OAAN)
11.00-11:15	15 mins	<p>Industry Overview/Central Theme</p> <p>Reviving the Traditional Broadcast Media in Nigeria- the role of stakeholders (Content Producers, Broadcast Media and Advertisers)</p> <p>Brief Presentation:</p> <p>High Chief Emeka Ossai (EMCOAN BOT Member)</p>
11.15-11.45	30 mins	<p>Content Market/Exhibition/Conference Declared open by the Special Guest(s) of Honour and unveiling the Exhibitors/Exhibition</p>
11.45-12.30	45 mins	<p>Panel Discussion – Industry Leaders</p> <p>Reviving the Traditional Broadcast Media in Nigeria- the role of stakeholders (Content Producers, Broadcast Media and Advertisers) – Current State, Business Module and the future</p> <ul style="list-style-type: none"> • - Industry leaders go beyond the headlines to discuss the state of the industry. • Television Business model dead in Nigeria? Doing the TV Business in the digital Age • - Why are the stakeholders groaning with the current situation? • - Is the Media Agency adverts to Independent Content Producers and Broadcasters sustainable? • - What business model should the stakeholders be looking at in 2023 to sustain the Industry?

		<ul style="list-style-type: none"> • Are we on the right trajectory or we are retrogressing as an Industry? <p>Moderator: Theophilus Akatugba & Cordelia Okpei</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr. Lekan Fadolapo CEO/Registrar Advertising Regulatory Council of Nigeria (ARCON) • High Chief Emeka Ossai Actor/Producer MD, Golden Pyramid Productions Nigeria • Dozie Okafor MD, PHD Media Nigeria • Osamede Uwubanwmen President Advertisers Association Of Nigeria (ADVAN) Nigeria • Steve Baba-Eko President Association of Advertising Agencies of Nigeria (AAAN) • Guy Murray-Bruce President – Silverbird Group Nigeria • Adedoja Allen MD – City FM, Lagos Nigeria • Shileola Ibronke MD/CEO, Micromedia Group of Companies
12.30-1.00	30 mins	<p>Featured Session</p> <p>Audience Measurement – Using targeted, data-enabled solutions to grow Advertising Spends on Content in Nigeria</p>
1.00-1.30	30 mins	NEMCEA Refreshment Break
1.30-2.00	30 mins	<p>Presentation</p> <p>Why Brand Building is Key to Content Creation, Business Growth and Sustainability</p> <p>Speaker: Emeka Okeke Managing Partner & Group Chief Executive Officer MediaFuse-Dentsu International</p>

2.05-2.50	45 mins	<p>Panel Discussion Short Comedy Creation – An emerging trend in Africa- Nigeria on showcase</p> <p>Panelists</p> <p>Dr. Opa Williams Chairman, BOT, EMCOAN MD, Opa Williams Studio Steve Onu a.k.a YAW Actor/Producer MD, Yaw Naija Entertainment Maryam Apaokagi- Greene a.k.a Taaooma Content Creator/ Brand Influencer Dr. Tunji Sotimirin Actor Lecturer Creative Art Department UNILAG Omolade Omotayo Kraks TV Online Comedy Channel</p> <p>Moderator- Kingsley Omofe MD, Golden Heritage Limited)</p>
2.55-3.25	30 mins	<p>Featured Presentation Winning the Zee Way 2.0 : how has Zee World conquered the African territory</p> <p>Speakers Somnath Malakar CEO, Zee Entertainment, Sub-Saharan Africa and Indian Ocean Islands </p>
3.30-4.25	45mins	<p>Panel Session</p> <p>Developing Fundable Programmes For Radio And TV In The Digital Ecosystem</p> <p>Talking points - TV & Radio Show that sells – Get your Audience talking, listening, watching and engaged</p> <ul style="list-style-type: none"> • Panelists: • Adedoja Allen MD – City FM, Lagos Nigeria • Steve Onu a.k.a YAW Actor/Producer MD, Yaw Naija Entertainment

		<ul style="list-style-type: none"> • Ayobami Olugbenga- Wyse Content Creator with Top Radio90.9 Performance Expert • Longe Omolaja Content Producer MD, Deo Media Ventures Ltd. • Hajia Aminah Mohammed MD, Aims Media Company <p>Moderator Chioma Omolaye MD, STEMS Production</p>
4.30-5.30	1 hr.	<p>Featured Session – Creative Nigeria Summit (CNS) on the “Curbing the scourge of Unwholesome practices in the Media Industry- A collective responsibility</p> <p>Lead Speaker - Abdulkarim Chukkol- Acting Chairman, Economic And Financial Crimes Commission (EFCC) – (15 mins)</p> <p>Panel Sessions (40 mins)</p> <p>Panelists-</p> <ul style="list-style-type: none"> • Dr. Lekan Fadolapo CEO/Registrar Advertising Regulatory Council of Nigeria (ARCON) • Mallam Shehu Illelah Director General National Broadcasting Commission (NBC) • John Ugbe Chairman, BON CEO Multichoice Nigeria Ltd. • Osamede Uwubanwmen President Advertisers Association Of Nigeria (ADVAN) Nigeria • Mr. Femi Adelusì – President Media Independent Practitioners Association of Nigeria (MIPAN) • Steve Baba-Eko President Association of Advertising Agencies of Nigeria (AAAN) • Jibe Ologeh - President Electronic Media Association Of Nigeria (EMCOAN) & MD, R-Wells Group. • Mr. Alaba Fadero- Executive Director, mediaReach OMD <ul style="list-style-type: none"> • Moderator – Chinedu Ugwu EMCOAN PRO MD Sablistus Ventures Ltd.

5.30-6.15	45 mins	<p>Panel Session</p> <p>Licensing, Distribution, Co-Production and Collaboration as an essential element in the emerging Africa Content economy</p> <p>Talking Points- Content that can travel</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Shileola Ibironke MD/CEO, Micromedia Group of Companies • Micheal Nwadike – Head of Programmes, Silverbird Television • Jibe Ologeh – President, EMCOAN and MD, Rwells Group • Dr. Busola Tejumola- Executive Head, Content & West Africa Channels, Multichoice Nigeria Limited • Tunde Aina – Chief Operating Officer, Star Times Nigeria <p>Moderator Longe Omolaja MD, Deo Media Ventures</p>
6.15-6.30	15 mins	Sponsors/Partners Rendeavous
6.30-6.35	5 mins	Closing Remarks for Day 1
6.35		Dinner/Networking with Sponsors/ Stakeholders - Anchored by NEMCEA 2023 Project Director- Alayande Stephen T.
		EXHIBITION Continues until 19:00

DAY TWO- Wednesday 23rd, August, 2023

Time	Duration	Elements
08:30-9.00	30 mins	Registrations Continues
9.00-9.30	30 mins	Sponsor's Rendezvous - All Partners and Sponsors on showcase
9:30-10.00	30 mins	Tea Break
10:00-10:30	30 mins	<p style="color: red;">Featured Presentation</p> <p>Femi Adelusi President, MIPAN MD, Brand Eye Ltd.</p> <p style="color: red;">The future of advertising in the evolving and dynamic media content ecosystem</p>
10.30-11.15	45 mins	<p>Panel Discussion:</p> <p style="color: red;">Content Production in the digital age – creation, curation and monetization</p> <ul style="list-style-type: none"> • Panelists: • Obinna Okerekeocha- Director of Content, Moniepoint Incorporated (Formerly TeamApt Limited) • Dr. Adeleye Fabusoro- Creative Entrepreneur MD, Rare Edge Media Limited • Desiree Pillay SVP, Content & Marketing, Zee Entertainment, South Africa • Agatha Amata Managing Director Inside Out Media Limited • Kingsley Omoeffe Managing Director Golden Heritage Ltd <p>Moderator- Alayande Stephen T., Managing Director Eagles House Global Resources</p>
11.15-11.50	45 mins	Industry Update and Analysis

		<p>Presentation</p> <p>Obi Asika Creative Entrepreneur Founder & Chairman, Dragon Africa</p> <ul style="list-style-type: none"> • The changing trend in the media and entertainment eco-system-maximizing the benefits
12.00-12.30	30 mins	<p>Featured Presentation for ADRON Homes-</p> <ul style="list-style-type: none"> • Comfort Ogundele (DPA)- Director, Public Affairs ADRON Homes <p>Asset Acquisition options for media Practitioners as a Sure Retirement goal</p>
		Panel Discussion
12.30-1:15	45 mins	<ul style="list-style-type: none"> • - Content Producers as the voice of change in Nigeria – Telling our compelling stories • - Africa untold stories to the world • Panelists: • Mr. Salihu Abdulhamid Dembos Director General Nigerian Television Authority (NTA) • Obi Asika Creative Entrepreneur Founder & Chairman, Dragon Africa • Ambassador Nneka Moses MD, Goge Africa Worldwide • Jaiye Ojo Founder/CEO XLNT Media Limited • Franca Aiyetan Director, Broadcast and Monitoring National Broadcasting Commission (NBC) • Professor Adepoju Tejumaiye Head of Department Mass Communication University of Lagos • Moderator: Joan Mbanefo Ologeh
1:15-1:45	20 mins	Afternoon Break Session

1.50-2.20	30 mins	<p>Featured Presentation</p> <p>How AI Disruption can change the dynamics in the content creation economy in Nigeria & Africa.</p> <p>Speakers:</p> <p>Dr. Adeleye Fabusoro Creative Entrepreneur MD, Rare Edge Limited Nigeria</p>
2.20-3.00	40 mins	<p>Panel Discussion - NEMCEA Creative Academy (Focus on young content creators/students)</p> <p>Content Creation – Understanding what the Audience want-</p> <p>Talking Points- Looking at Audience consumption patterns and psychography</p> <p>Panelists</p> <ul style="list-style-type: none"> • Dr. Adeleye Fabusoro Creative Entrepreneur MD, Rare Edge Limited Nigeria • Stephen Ologeh Multidisciplinary Media Practitioner Director, Rwells Group • Femi Adewusi President, MIPAN MD, Brand Eye Ltd. • Chioma Omolaye MD, Stems Production Ltd • Adebowale “Debo” Adedayo a.k.a Mr. Macaroni Content Creator Actor • Obinna Okerekeocha- Director of Content, Moniepoint Incorporated (Formerly TeamApt Limited) • Somnath Malakar CEO, Zee Entertainment, Sub-Saharan Africa and Indian Ocean Islands <p>Moderator – Seun Akinola Skywalker Talent Manager PR Manager</p>
3.00-3.30	30 mins	
3.35-4.15	40 mins	<p>Strategic Closed Door Session With EMCOAN & Selected Stakeholders e,g NTA, AIT etc.</p>

		<ul style="list-style-type: none"> - EMCOAN Leadership - NTA Leadership - AIT Leadership
4.15-4.45	30 mins	<p>Special Session featuring EMCOAN/BON/Buyers EMCOAN Content Exchange Forum</p> <p>A Strategic tool for sharing cultural and national value, business expansion and possible co-production/collaboration</p> <p>Speakers:</p> <ul style="list-style-type: none"> • High Chief Emeka Ossai Member BOT, EMCOAN MD, Golden Pyramid Productions Nigeria • Theophilus Akatugba VP, EMCOAN Chief Executive Officer Ovueta Nigeria Limited • Dr. Yemisi Bamigbose Executive Secretary, BON • Franca Aiyetan Director, Broadcast and Monitoring National Broadcasting Commission (NBC) <p>Moderator – Aminah Muhammad MD, Aims Media Company Ltd.</p>
4.45-5.15	30 mins	Featured Presentation or any other Sponsored Workshop – TBD
5.15-5.35	20 mins	<p>Panel Discussion/Networking 2 - NEMCEA Creative Academy (Focus on young content creators/students)</p> <p>Networking and meeting the Industry Leaders and registering for the Academy</p>
5.40-5.45	5 mins	Closing Remarks – Alayande Stephen T. NEMCEA 2023 Project Director MD, Eagles House Global Resources
5.45-6.05	20 mins	Networking sessions and Light Refreshment
		EXHIBITION ends 19:00 for the Year 2023

DAY THREE- Thursday 24th, August, 2023

	Preparation for NEMCEA 2023 “The Awards”
9:00	Set-up stage / rehearses
12:00	Sound Checks
2:00	Rehearsals and back up checks
4:00	Ijakadi Hall closes
5.00	Guests Arrival
6.00	Cocktail and Red Carpet @ the Lobby
6:02	Ijakadi Hall open to the Guests/Guests seated
6:30	NEMCEA 2023 “The Awards” begins with Live Broadcast from NTA Network, FREE TV (One Music Channel)