<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>8:30 – 9:00</td>
<td>Registration</td>
<td>Korean Red Cross</td>
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<tr>
<td>9:00 – 9:15</td>
<td>Welcome by Korean Red Cross</td>
<td>Secretary-General, Korean Red Cross</td>
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<tr>
<td>9:15 – 9:35</td>
<td>Opening remarks</td>
<td>Patrick Fuller, IFRC &amp; Louise Taylor, ICRC</td>
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<tr>
<td>9:35 – 9:45</td>
<td>Housekeeping &amp; security</td>
<td>Korean Red Cross</td>
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<tr>
<td>9:45 – 10:25</td>
<td>Getting to know each other &amp; reflecting on Forum objectives &amp; expectations</td>
<td>Korean Red Cross &amp; Ahmad Husein, IFRC</td>
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<tr>
<td>10:25 – 10:45</td>
<td>Morning coffee break</td>
<td>Maria Ressa, Rappler</td>
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<tr>
<td>10:45 – 11:45</td>
<td>Asia-Pacific in focus: digital &amp; social media trends in the region</td>
<td>Yan Run, Red Cross Society of China</td>
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<tr>
<td>11:45 – 12:15</td>
<td>IGNITE Presentation: Messaging apps</td>
<td>Red Cross Society of China</td>
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<tr>
<td>12:15 – 13:15</td>
<td>Lunch</td>
<td>Red Cross Youth</td>
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<tr>
<td>13:30 – 14:30</td>
<td>Focus on Facebook: An audience of 1.5 billion and counting...</td>
<td>Kyoeun Jang, Facebook</td>
</tr>
<tr>
<td>14:30 – 15:30</td>
<td>Presentations on successful uses of Facebook from within the Red Cross</td>
<td>Jesse Edep, ICRC Philippines; East Asia Red Cross Red Crescent Youth Network; Pacific National Societies</td>
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<tr>
<td>15:30 – 16:10</td>
<td>Afternoon coffee break</td>
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<tr>
<td>16:10 - 17:40</td>
<td>Skills labs</td>
<td>Giovanni Zambello, IFRC</td>
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<td>How to... Write &amp; implement a social media policy &amp; staff guidelines</td>
<td>Kate Jean Smith, IFRC &amp; Yan Luong, ICRC</td>
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<td>How to... Monitor, measure and report on social media</td>
<td>Patrick Fuller with Giles Hewitt, AFP Bureau Chief in Seoul, featuring Eugene Yi, Twitter</td>
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<tr>
<td>17:40 – 18:00</td>
<td>Review and discussion</td>
<td>Ahmad Husein, IFRC</td>
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<tr>
<td>18:00</td>
<td>Wrap-up</td>
<td>With address by President of Korean Red Cross</td>
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<tr>
<td>From 19:30</td>
<td>Welcome dinner</td>
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<tr>
<td>Time</td>
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<td>Speaker(s)</td>
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<tr>
<td>8:15 – 8:30</td>
<td>Introduction to Day 2</td>
<td>Ahmad Husein</td>
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<tr>
<td>8:30 – 9:20</td>
<td>Youtube: The ongoing rise of video &amp; the world’s biggest video platform</td>
<td>Hugh Kim, Youtube</td>
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<tr>
<td>9:20 – 10:20</td>
<td>Looking outside the Red Cross Red Crescent: UNICEF Korea’s ‘We Action’ campaign, Greenpeace Southeast Asia, Twitter</td>
<td>Minchang Kim, inspire/d; Tom Ganderton, Greenpeace Southeast Asia; Eugene Yi, Twitter</td>
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<tr>
<td>10:20 – 10:40</td>
<td>Morning coffee break</td>
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<tr>
<td>10:40 – 11:20</td>
<td>Presentations of online campaign best practice from the Red Cross Red Crescent Movement</td>
<td>Mr. Jinho Hwang, Korean Red Cross; Aulia Arriani &amp; Ayu Paraswati, Indonesian Red Cross (PMI); Michael Kifle Yohannes, ICRC Bangladesh</td>
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<tr>
<td>11:20 – 12:00</td>
<td>Panel discussion</td>
<td>UNICEF/creators of ‘We Action’ campaign; Tom Ganderton, Greenpeace; Aulia Arriani, Indonesian Red Cross (PMI); Mr. Joonho Min, Korean Red Cross. Moderator: Eileen Cher, Singapore Red Cross</td>
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<tr>
<td>12:00 – 13:00</td>
<td>Lunch</td>
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<td>13:00 – 13:15</td>
<td>Warmer</td>
<td>Red Cross Youth</td>
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<td>13:15 – 14:30</td>
<td>Social media for community engagement</td>
<td>Mandy George, IFRC; Louise Taylor, ICRC</td>
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<td>14:30 – 15:45</td>
<td>Skills labs</td>
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<td>How to… Make awesome content – for free</td>
<td>Ika Koek, IFRC &amp; Yan Luong, ICRC</td>
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<td>How to… Get organised with social media calendar</td>
<td>Fitri Adi Anugrah &amp; Mia Pitria, ICRC Indonesia</td>
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<td>How to… Manage a social media reputational 'crisis'</td>
<td>Kate Roux, IFRC</td>
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<td>15:45 – 16:05</td>
<td>Afternoon coffee break</td>
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<tr>
<td>16:05 – 17:20</td>
<td>Skills labs</td>
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<td>How to… Use your mobile as a content creator and distributor</td>
<td>Jesse Edep, ICRC Philippines</td>
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<td>How to… Fundraise through social media</td>
<td>Mr. Joonho Min, Korean Red Cross</td>
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<td>How to… Write a clear &amp; effective social media strategy</td>
<td>Kate Jean Smith &amp; Giovanni Zambello, IFRC; Tom Ganderton, Greenpeace Southeast Asia</td>
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<td>17:20-17:35</td>
<td>Review &amp; wrap-up</td>
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<td>Time</td>
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<td>Presenter</td>
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<tr>
<td>8:30 – 8:45</td>
<td>Warmer game &amp; re-cap of Day 2</td>
<td>Ahmad Husein + Red Cross Youth</td>
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<td>8:45 – 9:00</td>
<td>Reflection</td>
<td>Ahmad Husein</td>
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<tr>
<td>9:00 – 10:15</td>
<td>The power of the Red Cross Red Crescent Movement: Maximising our collective voice</td>
<td>Louise Taylor, ICRC &amp; Patrick Fuller, IFRC</td>
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<td>10:15 – 10:35</td>
<td>Morning coffee break</td>
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<tr>
<td>10:35 – 12:00</td>
<td>Social media during emergencies &amp; disaster response</td>
<td>Patrick Fuller, IFRC with presentations from Palang Merah Indonesia and Philippine Red Cross</td>
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<tr>
<td>12:00 – 13:00</td>
<td>Lunch</td>
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<tr>
<td>13:00 – 13:15</td>
<td>Game</td>
<td>Korean Red Cross</td>
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<td>13:15 – 13:30</td>
<td>IGNITE Presentation: Leveraging online influencers</td>
<td>Lyn Garcia, Philippine Red Cross</td>
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<td>13:30 – 14:45</td>
<td>Social media for disaster preparedness and resilience</td>
<td>Omar Abou-Samra, IFRC Global Disaster Preparedness Centre</td>
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<td>14:45 – 15:00</td>
<td>Drawing on big data for development and early warning</td>
<td>Jong Gun Lee, UN Global Pulse, Jakarta Lab</td>
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<td>15:00 – 15:20</td>
<td>Afternoon coffee break</td>
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<tr>
<td>15:20 – 16:00</td>
<td>Grouped discussions</td>
<td>Ahmad Husein</td>
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<td>16:00 – 16:30</td>
<td>Looking ahead: Making plans of action and commitments</td>
<td>Patrick Fuller</td>
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<tr>
<td>16:30 – 16:45</td>
<td>Final review + wrap-up</td>
<td>Patrick Fuller</td>
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<tr>
<td>16:45</td>
<td>Official closing remarks</td>
<td>Korean Red Cross</td>
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