



annual conference **poznań**
2024 of circom regional

Poznań

● Poznań Airport

Poznań
Congress Center
MTP



Poznań
Main Station



Old Town



TVP3 Poznań





annual conference **poznań** 2024 of circom regional



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About CIRCOM

CIRCOM Regional is association of regional public service television in Europe. The acronym “CIRCOM” stands for “Cooperative Internationale de Recherche et d’Action en matière de Communication,” which translates to “International Cooperative for Research and Action on the Field of Communication.” It functions as a unique audiovisual network that promotes cooperation, co-produces, and exchanges programs while also enhancing vocational training for journalists, and technicians across Europe.

The association’s objectives include fostering regional culture and identities, enabling cross-border collaboration among media professionals, and providing a forum for the exchange of ideas and resources. CIRCOM awards the Prix CIRCOM Regional to Europe’s best regional programs, and aims to increase training opportunities.

Founded in 1973 at the Prix Italia in Venice, CIRCOM Regional evolved following a successful 1980 discussion on regional television’s role in developing European unity. Registered in Strasbourg in 1995, the organization is governed by a European Board and an Executive Committee, which includes representatives from each member country.

CIRCOM Regional’s mission encompasses coordinating its network to promote, and communicate more effectively, developing relations with European institutions, and actively participating in industry conferences to disseminate information on audiovisual developments in Europe.

The true meaning is cooperation



Eivind Undrum Jacobsen
President, CIRCUM Regional



We gather here in the historic Polish city of Poznan for the Annual Conference of CIRCUM Regional. This is the emblematic forum of the regional audiovisual public service media in Europe. We gather here from all over the continent – the big CIRCUM family. This Conference is important of its own as we meet in times of profound changes and daring challenges. Unprecedented changes in societies due to post pandemia, a war at the gates, transformations of climate reshape the public service media remit. On the other hand, information and communication technologies (ICT) are a great enabler, however they change the very nature of each and every media and the media environment as a whole. Regional television media need to rise up to the challenges ahead.

The forum in Poznan is just the right platform for our community to exchange ideas, share experiences and – yes, make them work for the good of our societies. This is just the right place for thinking out of the box!

The forum is emblematic for yet another reason. We meet here for our 40th Annual Conference. Remember what does the CIRCUM stand for? It is Cooperative Internationale de Recherche et d'Action en matière de Communication (International Cooperative for Research and Action on the Field of Communication). The true meaning of our professional association is cooperation among member stations in research and experiment, but above all - it is acting in the best interest of the regional and local communities that rely on us.

We have been doing it for more than four decades. 40 times we got together for the Annual Conference to reflect on the achievements and on the lessons learned (and sometimes these were lessons learned the hard way) and the Prix CIRCUM gala to share the best productions in Europe. Every Annual Conference has been a step forward to perfecting our service for the public. Today we meet bringing with us new visions of taking on the ongoing changes, meeting the challenges we face.

We are here to act.

We wish you fulfilling and fruitful work!
Enjoy Poznan and Poland!



Fernando Ojea
Secretary General, CIRCUM Regional



Welcome to TVP3 Poznań

Since January 2024, TVP3 Poznań has been focusing on media education, teaching how to distinguish propaganda from true information, and explaining the concept of information bubbles. We build the competencies of our audience to recognize when someone is trying to manipulate them. We cover sports events, especially those overlooked by commercial media, such as AMP Football, and women's soccer. We provide opportunity for young artists by broadcasting students animations of the Magdalena Abakanowicz University of the Arts.

TVP3 Poznań is one of the 16 regional branches of Polish Television. It began broadcasting in 1957. It produces programs for the residents of Greater Poland and for all the national channels of the public television. It has also been broadcasting daily regional event reports on national TVP channels for many years. It specializes in producing documentaries, public affairs programs, and staging spectacles, concerts, musical, entertainment, theatrical, historical, and sports events.

TVP3 Poznań also implements programs funded by the European Union. It supports social initiatives in Greater Poland, covering them with media patronage. The strong ties of TVP3 Poznań with the region for 67 years are reflected in daily reports for the people of Greater Poland about what is happening in their place of residence that can be seen in TVP3 Poznań.

The regional program of TVP3 Poznań is available throughout Greater Poland. It can also be viewed on cable networks, Internet, and also on computers, tablets, and smartphones via the TVP GO and TVP VOD apps.

Welcome to Polish Television

On behalf of Polish Television, I warmly welcome all of you to the vibrant city of Poznań and the Greater Poland region.

As CIRCUM Regional convenes for its historic 40th gathering, it brings me great pleasure to join you in celebrating four successful decades marked by steady growth and fruitful cooperation.

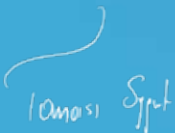
This year holds special significance as it marks 20 years since TVP first hosted CIRCUM Regional. Back in May 2004, as the expanding European Union opened its doors to Poland and nine other nations, 200 CIRCUM delegates arrived in Wrocław to deliberate upon “new challenges and new solutions.” It was a true milestone moment that held the promise of progress and increased European integration.

Today we find ourselves at yet another turning point in which the EU plays a crucial role. With media freedom increasingly under threat, the EU has taken vital measures to safeguard editorial independence, uphold media pluralism, and protect journalists and their sources.

As someone who has worked in the news for most of my career, I am profoundly committed to media autonomy across all spheres, whether international or regional. Bringing local news to local viewers is what regional TV does best, and that is why I take special pride in our 16 regional stations and their robust presence at TVP.

This year, TVP is honoured to not only host the CIRCUM community at this milestone event but also to once again sponsor the CIRCUM Grand Prix.

I trust that we can create an unforgettable experience for you.
Enjoy your time in Poznań!



Director General TVP
Tomasz Sygut



Wielkopolska

Wielkopolska

What is your first impression, when you think about Wielkopolska? Some may associate it with our thousand-year-old history and places, where "Poland has begun", for others these are hundreds of lakes, surrounded by forests and those endless possibilities for active recreation, and for those with a romantic soul, it is a journey under steam on a retro train or lazily spinning in the wind, a field of windmills, against the background of the setting sun.

The best thing is that everyone shall be right, because Wielkopolska is a land of great history and great adventure.

Located almost in the very heart of the country, right in the middle between Warsaw and Berlin, Wielkopolska attracts visitors from all over Europe. From the bustling, cosmopolitan and breathtaking Poznań to the undisturbed silence of the Notecka Forest and the Land of 100 Lakes. By bike, in a kayak, or under sail. For a long weekend and for the entire holiday.

fot. Janusz Nowak

There are just a few places, where you can touch history so literally. And yet it is here that you can walk down the nave of the cathedral in Gniezno, like king Bolesław the Brave on the day of his coronation, sit on the legendary throne of the Piast dynasty in Poznań, and - if you are looking for less distant history - take a ride down to the deepest tourist route in Poland and see the halls carved in salt, as awe inspiring as the huge Gothic cathedrals.

Hungry for more? Do not forget that Wielkopolska has preserved many of its ancient traditions and local customs, that are still vibrant. Regional cuisine, which in contrary to popular beliefs, is not just potatoes in a thousand forms, folk costumes bustling with colors, and dynamically developing wine culture.



Dear guests,
after October 15th last year, when the democratic forces won the parliamentary elections in Poland, public media are once again closer to the people. Over the past few years, they often served as a propaganda mouthpiece for one “politically correct” ruling option in our country. And they were clearly against those who dared to speak, think, or feel differently. Fortunately, those times have passed because Poles chose democracy, and the process of restoring our public media free from propaganda has begun.

Today, they should stand guard over facts and truth, rebuilding trust in themselves. Particularly important for us in Wielkopolska is the return of our regional station to fulfilling the mission of public television. To provide reliable information about matters that concern us, because they happen just around the corner. With such a tool, it is easier for us to build a civil society. I am pleased to welcome you in Poznań, the capital – as I like to repeat – of the European Region of Active People. A place where we live well, work, and spend our free time. I hope that this meeting will make you want to get to know us, and our Wielkopolska region better.

We focus on continuous development, innovation, social inclusion, wise education, and environmental protection actions. We create a favorable climate for business, both small and global. We are not complexed, but we have the ambition to become more competitive on the map of strong regions in Europe.

I wish you all that during your conversations, to find a space to exchange experiences, define common goals, and ways to effectively reach your viewers in Europe. To speak to them in a way that makes them want to listen to you. And most importantly, to watch, because television is ruled by the image.

Today’s broadcasters face many challenges, both technological and ethical. Artificial intelligence, combating misinformation, the digital ecosystem, and security within it, as well as hate speech, are just a few topics worth to discuss.

May these two days of the conference in the heart of Wielkopolska serve to deepest knowledge, and mutual relations, also to discuss matters crucial for the modern world, and to develop a language of television that finds its audience. After all, public media belong to us, ordinary people, and it is with us that they must resonate wisely and effectively.

Welcome to
Wielkopolska



Marek Woźniak
Marshal of the Wielkopolska Region

Poznan television started broadcasting in 1957. This means that it exists for 67 years. Sounds like a lot? That's only about 6% of Poznań's entire history, which dates back to at least the 10th century. This is one of Poland's oldest cities, where a unique heritage meets an academic milieu and entrepreneurial spirit.

What if Poznań were a TV set? What programmes would it broadcast? Let's take the remote control.

Channel 1: History. The history of Poland begins in Poznań. You can experience it by visiting historical monuments, but also by exploring places such as the interactive centre Porta Posnania. Don't forget a visit to Poznan doesn't count without a stroll through the Old Market Square.

Channel 2: Business. Stary Browar (Old Brewery) is a shopping centre and an icon of modern architecture that owes homage to 19th-century industrial traditions. On top of that, The Poznań International Fair is the largest in Central Europe and has more than a century of experience.

Channel 3: Ecology. Poznań has four lakes within its borders. The city's largest park, the Citadel, was created on the remains of a 19th-century massive fort. It has an area of 100 hectares.

Channel 4: Cuisine. Culinary traditions in three ways? Potatoes in local dialect called "pyry", St Martin's Croissants and presence in the Michelin guide. The Muga Restaurant is the first in Poznań with the famous star.

Channel 5: Sport. Lech Poznań is one of the best football clubs in Poland, also known in Europe. It is Lech's fans who have spread around the world the unique style of support known as "Let's all do the Poznań".

More information: www.visitpoznan.pl

If Poznań were
a television

Welcome to Poznań

Dear guests.

I am delighted that it is in Poznań where you will share ideas, and experiences, exchange opinions, and discuss the future of television, to then collaboratively create content that is reliable, valuable, and attractive to viewers.

Meetings such as the CIRCOM Regional Conference are immensely important, as television, especially public television, faces many challenges today. The development of new technologies, and the increasingly bold advancement of artificial intelligence systems open up entirely new possibilities for journalists, and producers, making work easier, and allowing for more efficient information delivery. However, they can also be dangerous - in an era of spreading disinformation, and increasingly common deepfakes, it is crucial to effectively separate truth from falsehood. Therefore, I am pleased that the opportunities, and risks associated with AI will be the subject of your discussions in Poznan.

For Polish television, these are particularly significant issues - for many years, its channels were primarily used as a propaganda tool for politicians, and as a means to ridicule various social groups. Fortunately, those days are over. Today, journalists can once again stand guard over the truth, and inform viewers reliably, and most importantly, objectively. True to their mission they can report on the world with independence, impartiality, and high quality and integrity of the message.

The Poznań International Fair is an excellent place to discuss the role of media, break stereotypes, and pursue the truth. The local branch of National Polish Television TVP S.A. in Poznań has been in existence for 67 years - it was the second regional center opened in Poland. Poznań television initially used a studio organized on the grounds of the International Fair in Poznan, where today the 40th CIRCOM Regional Conference is being held. Its first program was watched back then on just 100 registered receivers in the city, and the station broadcast three times a week.

Much has changed since then. Poznań is an open, and friendly city, where everyone, regardless of beliefs, age, abilities, or origin, can feel at home. Together, we create a safe and friendly living space, full of greenery and places to rest, with a renovated Old Market and a modernized city center. I invite you to get to know it better!



Jacek Jaśkowiak
Mayor of Poznan

Conference PROGRAM

22.05 / Wednesday

19:00 Welcome meeting for all current conference participants

Conference Room NOVOTEL & Ibis Poznań Centrum

Pl. Andersa 1, Poznań

23.05 / Thursday

Poznań Congress Center MTP

Głogowska 14, Poznań

08:00 – 09:30 Arrival of participants and registration

09:30 – 09:45 Formal opening of the conference

09:45 – 11:00 Session 1 – Artificial intelligence in journalism

Re-inventing news workflows and products

Speaker: Charlie Halford

AI as a life editorial tool

Speaker: Janneke Bosch

Online AI presenter

Speaker: Rik Beekwilder

11:00 – 11:30 Coffee break

11:30 – 13:00 Session 1 – Artificial intelligence in journalism

**Generation Alpha as a completely new type of audience
demography in the era of artificial intelligence
and algorithms**

Speaker: Satu Keto

Conference PROGRAM

Deepfakes and their impact on information

Speaker: Andrea Gerli

Are there any limits to using AI in journalism?

Speaker: dr Łukasz Mścistański

12:30 – 13:00 Coffee break

13:00 – 13:30 Session 2 – Storytelling

Screen Stories: How to win viewers in the info-besity world

Speaker: Monika Górska PhD

13:30 – 14:30 Lunch

14:30 – 15:30 Session 3 – Threats and trolling

Harassment prevention. How to protect journalists and minimise the effects of social and online harassment and hatred against newsroom professionals

Speaker: Sami Koivisto

Hate Speech: How to identify it and how to fight it

Speaker: Paweł Trzaskowski PhD

15:30 – 16:00 Coffee break

16:00 – 16:40 Session 4 – Polish revolution in public media

Restitution of public media system in Poland 2023/24

Speaker: prof. Jędrzej Skrzypczak

16:40 Closing of the first day of the conference

Conference PROGRAM

23.05 / Thursday

19:00 – 21:00

Prix CIRCOM Regional 2024 Award Ceremony

Earth Hall

Poznań Congress Center MTP

Głogowska 14, Poznań

21:00

Dinner for participants

Earth Hall

Poznań Congress Center MTP

Głogowska 14, Poznań

24.05 / Friday

Poznań Congress Center MTP

Głogowska 14, Poznań

08:30 – 09:30 Arrival of participants

09:30 – 10:30 Session 5 – Ukraine still at war

How to manage teams under emotional and physical pressure during the war

Speaker: Mariya Frej

Experiences in multimedia news production during the war

Speaker: Alla Skorik

10:30 – 11:00 Coffee break

11:00 – 11:15 Introducing Annual Conference 2025

3Cat, Catalonia, Spain – the host station

of CIRCOM Regional Annual Conference in 2025

Conference PROGRAM

11:00 – 13:00 Session 6 – Climate journalism

Journalism as the key to ecological transition

Speaker: Anne Tézenas du Montcel

NRK climate newsroom

Speaker: Milana Knežević

Sharing experiences: How we cover consequences of the climate changes

Speakers: Veronika Červinková, Barbara Štor, Pere Bosch i Grané

10:00 – 13:00 Meeting with the winners of the Prix CIRCOM
Regional Competition (parallel session)

10:00 – 10:30 Music and arts

10:40 – 11:10 Documentary

11:20 – 11:50 Most original and innovative

12:00 – 12:30 Investigative journalism

13:10 CIRCOM Regional insights | Talia Rodriguez,
CIRCOM Regional-Uvigo Chai

13:30 Lunch

17:00 – 20:00 Tour of Poznań including dinner for participants



Charlie Halford

Principal Research Engineer, BBC, UK

Charlie is an engineer, architect and researcher, whose interests focus on the application of new technology towards public and societal good. His career has meandered around content production, management and metadata, often from a data, platform or infrastructure angle. More recently, he has been a proud part of the BBC's work in combatting disinformation (through Project Origin and the C2PA), and in protecting audience privacy (through Cornmarket and Solid)

Title: Re-inventing news workflows and products

Keynote: Strategic and applied opportunities and challenges for reinventing news workflows and products for the emerging AI-mediated digital media ecosystem.



Janneke Bosch

Data-journalist, a publishing editor, The Netherlands

Focused mainly on the use of data in our daily process of making news at Omroep Brabant, The Netherlands

Title: AI as a live editorial tool

Keynote: The use of AI in headline testing.

A tool giving us tips, hints and advice as we type our stories, generating headlines for us, live and on-the-go. Trying to answer the question of how we can bring our stories to our audience in an even better way. The easiest example is the use of A/B-testing



Rik Beekwilder

Product-owner, Omroep Brabant, The Netherlands

Responsible for the direction of website and apps and embracing innovation. Constantly looking for new ways to match our articles with our readers' behaviors and needs. The use of AI is therefore inevitable in this regard,

Title: Online AI presenter

Keynote: Experimenting online with an AI-presenter that reads out stories for people who don't want to read, those who like to watch video more than to read text.

Satu Keto

Innovation Lead and a keynote speaker

Yleisradio's Technology & Development, Finland

Her main job is to develop, anticipate, experiment and pilot. The most recent experiments include synthetic media, future of audio and AI-assisted content. She is especially interested in synthetic characters, the future of voice clones, non-linear narration as well as future user interfaces and personalisation.

Title: Generation Alpha as a completely new type of audience demography in the era of artificial intelligence and algorithms

Generation Alpha, those born between 2010 and 2024, are growing up in a rapidly changing world. In her keynote speech, Satu Keto presents the Insights of the foresight and future vision project implemented at Yle, titled "Youth Future and Foresight 2023-2024." How does the age group born between 2010-2024, referred to as Generation Alpha, differ in their media consumption habits and media usage motives from previous generations?

Andrea Gerli

News editor, head of Digital Information Unit, RAI TG1, Italy

Andrea is the editorial representative of the RAI's committee on Artificial Intelligence. He has applied languages and products of digital journalism to television, from data journalism to immersive journalism, developing infographics, animations, and 3D maps while covering major news events. Online Journalism professor at RAI's school of journalism in Perugia.

Title: Deepfakes and their impact on information.

Łukasz Mścistański, PhD, OP

Lecturer in the Philosophy of Nature at the Faculty of Management of Wrocław University of Science and Technology, Poland

Philosopher, with special interest in philosophy of science and technology, philosophy of information as well as in history of philosophy.

Title: Are there any limits to using AI in journalism?

Technological development, as we can observe, increasingly surprises not only with its achievements, but also - and perhaps above all - with its pace. The astonishing speed of gathering the best information and the almost instantaneous transmission seem to open the door to an even bolder new world than we ever dreamed of. But is this really true? Perhaps, for some reasons, we are entering the time that is much more problematic in this regard for both journalists and the audience of their work?

Monika Górska, PhD

Known as Dr Story, trainer, owner of Story Factory, Poland

Documentary filmmaker, journalist, scriptwriter of 160 films broadcasted and awarded at festivals around the world, including the Golden Remi Award at Houston Film Festival and Grand Prix CIRCUM for Documentary. She is also academic lecturer and an expert in business storytelling.

Title: Screen Stories: How to win viewers in the info-besity world

Technology has abolished all communication barriers. Due to the lack of technological limitations, we are “flooded” with information, so traditional methods of communication are losing their effectiveness. When used well, storytelling can positively increase audience engagement to maximize their attention and ensure that nothing distracts them. The purpose of this lecture is to equip participants with two practical storytelling tools to move and engage audiences

Sami Koivisto

Senior Advisor at Yle Finnish Broadcasting Company

Focusing on Harassment Prevention. He has worked for Yle since 2008.

He started as a teletext journalist, switched to newsroom online social media journalism in 2014 and became Yle’s first Head of Audience Dialogue in 2017, focusing on developing transparency of journalism through audience engagement. He started in the new HR Senior Advisor position, focusing on Harassment Prevention, in 2024. Sami has several years of first hand experience of being targeted and he has become a sought after public speaker about this topic in Finland.

Title: Harassment prevention. How to protect journalists and minimise the effects of social and online harassment and hatred against newsroom professionals.

Paweł Trzaskowski, PhD

Deputy Head of the Department of Analysis and Program Research at Polish Radio and Head of the Language Section at Polish Radio

Trainer at the Center for Media Education of Polish Radio. Member of the Onomastic and Orthographic Team of the Language Council of Polish Academy of Sciences. Former lecturer at the Faculty of Polish Studies, University of Warsaw.

Title: Hate speech: how to identify it and how to fight it

Paweł Trzaskowski will explore the multifaceted issue of toxic speech, also known as ‘hejt’ in Polish, within journalistic practice. Following this, an analysis of the motivations behind ‘hejt’ and the individuals involved will ensue, scrutinizing who produces it, who the targets are, and why such behavior persists. Finally, he will present a range of strategies aimed at countering toxic language targeting journalists.



Prof. Jędrzej Skrzypczak *Lawyer and political scientist, Poland*

Head of the Department of Media Systems and Media Law at Adam Mickiewicz University in Poznan and the Chair of Research Committee 26 on Human Rights of the International Political Science Association. His academic interests focus on several research areas: freedom of expression, censorship, propaganda, human rights.

Title: Restitution of public media system in Poland 2023/24

Changes introduced in the public media system by the Law and Justice party in power in Poland in 2015-2023 led to the liquidation of public media in the country compliant with European standards. In consequence, the project of commercialising censorship and propaganda was introduced there. The speech will present a diagnosis of the current public media situation in Poland and discuss actions to restore public media after 15 October 2023.

Mariya Frej

Board member of the Suspilne, only public TV station in Ukraine

Media manager with more than 10 years of experience leading small and large teams. In her current position, Mariya oversees news and regional development initiatives across the country.

Title: How to manage teams under emotional and physical pressure during the war

Mariya will share her personal thoughts as a female leader and present Suspilne's experience as an independent media company. The presentation will also include a simplified guide to help others effectively navigate the various complexities.

Key points will describe understanding the media landscape, the importance of journalistic standards and ethical considerations, managing innovation and promoting resilience and adaptation.



Alla Skorik

Editor-in-Chief, North East Hub, JSC PBC of Ukraine

Alla is responsible for the North East regional branch (Chernihiv, Sumy, Poltava) which borders Russia and Republic of Belarus. Alla's team specializes on the topics of human rights, recovering, and investigation of war crimes.

Title: Experiences in multimedia news production during the war

During active hostilities in the north of Ukraine in February-March 2022, Chernihiv was completely surrounded. The Russians bombarded the city with artillery and aircraft. In Chernihiv itself, 2 correspondents and 2 cameramen remained, who filmed the most valuable video from the city, where no one else from the media was able to get until the liberation from the encirclement. Filmed reports were transmitted to all public broadcasters in the world. During the period of active hostilities (February-March), our Telegram channel grew from 3 thousand to 160 thousand.





Anne Tézenas du Montcel

climate expert, economic and climate journalist, France

Teacher at the Dauphine Practical Institute of Journalism, formerly working for the economy press. International Climate governance expert and economic journalist in Paris, ambassador of the French “Charter for a journalism to match the ecological emergency”, co-editor of the first book in France about Anthropocene era, journalism teacher and general delegate of the French journalism schools conference in 2022 and 2023, in charge of the first “Etats généraux” about journalism students training, working currently on new tools to facilitate climate change coverage.

Title: Journalism as the key to ecological transition

Media must make a profound change to adapt to the climate emergency. We need to adapt journalistic practices, starting by training young journalists on these cross-disciplinary and complex subjects. We need a change of mindset. Why climate change coverage is special, why it is exciting and why journalists have – and will have more and more – a key role in the Anthropocena era transformation.

Milana Knežević

journalist, NRK, Norway

Milana Knežević is an award-winning climate journalist at NRK, Norway’s public broadcaster. She has been a part of NRK’s climate team from its inception in 2019. She has reported from the past five UN climate summits, and has covered a wide range of climate-related topics from fossil fuels and extreme weather, to peatlands, cryptocurrency and superyachts. She is an alumna of the Oxford Climate Journalism Network.



Title: NRK climate newsroom

Keynote: Today NRKs climate journalism attracts big audiences, with innovative and award-winning stories that make real political change.

But it wasn’t always like this. In 2019 NRK made a big move. We decided to strategically prioritise the coverage of climate change.

Why did we do this?

How did we go about it?

And in what ways has our journalism improved since then?



Veronika Červinková
*journalist, ČT Brno,
Czech Republic*



Barbara Štor
*journalist,
RTV Slovenia*



Pere Bosch i Grané
*reporter and anchor,
3Cat, Catalonia, Spain*

Title: Sharing experiences: how we cover consequences of the climate changes

Devastating floods in Slovenia and Austria, drought and heat in Spain, tornado in the Czech Republic, to name a few - these events are stark reminder of the escalating climate-related disasters occurring worldwide. Journalists need to double their efforts in covering climate change and raise public awareness.



Who are the green lanyards with sunflowers for?

The Hidden Disabilities Sunflower is a discreet sign that the wearer has a hidden disability and may need additional support.

You may need it if you have:

Autism, ADHD, Alzheimer's, Aphasia, Asthma, Chronic obstructive pulmonary disease (COPD), Coeliac disease, Crohn's Disease, Diabetes Type 1, Diabetes Type 2, Dysautonomia, Dyslexia, Ehlers-Danlos Syndrome (EDS), Endometriosis, Epilepsy, Fibromyalgia syndrome (FMS), Foetal Alcohol Spectrum Disorder (FASD), Functional Neurological Disorder (FND), Haemophilia, Long Covid, Lupus, Migraine, Multiple Sclerosis, Myalgic Encephalopathy/Chronic Fatigue Syndrome (ME/CFS)



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The logo was designed with the involvement of the **Midjourney AI** algorithm during the conceptual process.

The idea was developed in line with one of the main themes of the conference, which is the use of artificial intelligence algorithms in journalistic work.

MTP Poznań Expo

No. 1 expo destination in Poland and CEE

It is hard to imagine Poznań without the trade fair and the trade fair without Poznań. Few institutions have had such an impact on the character and shape of this city. This relationship has already been continuing for a hundred years.

Over the years, MTP Poznań Expo has been a window to the world, especially the colourful world of the West. It was here in 1957 where Poles had their first opportunity to drink Coca-Cola, in 1929 Poland's first television set was shown and in 1956, thanks to foreign journalists attending the fair, the world learned about the great strike of workers in Poznań and its bloody suppression by the authorities.

From the outset the fair served as a venue for market premières, where valuable business contacts were established and the Polish economy was promoted. Consequently, even before the World War II, Poznań grew to become the fourth largest trade fair centre in Europe. Today Grupa MTP is the biggest trade fair organiser in Poland and the undisputed leader in Central and Eastern Europe.

Over 100 years the trade fair has changed significantly, just as the economy and culture have changed. Today one international event lasting two weeks no longer exists – Grupa MTP portfolio comprises almost a hundred trade fair events, both for business (such as BUDMA, Meble Polska- The largest furniture trade show in Eastern Europe, Polagra or ITM Industry Europe) and for enthusiasts (Poznań Game Arena, Poznań Motor Show or Cavaliada Tour). Every year the Poznań trade fair is visited by more than a million people from all over the world. One fact remains unchanged: it has always been, it is and it will be a meeting place where you come to see market novelties and return home with your head full of impressions and ideas.

A portrait of Leszek Możdżer, a Polish pianist, with long, wavy hair and a beard, wearing sunglasses. The image is overlaid with a semi-transparent purple and blue gradient. The text 'Leszek Możdżer' is written in a stylized font, with 'Leszek' in a light blue, outlined font and 'Możdżer' in a white, serif font.

Leszek Możdżer

He is a kind of phenomenon that cannot be clearly defined. When he made his debut in the 1990s with the album Chopin - Impresje, in which he subjected classical compositions to jazz deconstruction, nothing then had foreshadowed such an interesting artistic path for the young pianist. Over the years, Możdżer immersed himself in various nooks and crannies of music - he played free jazz, heavy metal, pop, liturgical music, had classical piano concerts in his repertoire (Gershwin, Grieg, Ravel, Bach), composed music for film and theatre, and collaborated with choirs and folk bands as well as played solo concerts.

He became a sought-after session musician quite quickly - it would happen that when Jazz Forum published in their survey ratings of top 20 best jazz albums of the year, the first 6 were recorded with his participation. He was present everywhere and he was successful which started irritating jazz critics and avant-garde followers, because although he recorded albums with avant-garde musicians, he also appeared as a sideman on albums by aAt the same time he would record soundtracks for big Hollywood productions (among others: Unfaithful, Hachiko, Finding Neverland).

And although he played everywhere and everything, thanks to developing his unique, lyrical, piano sound, the listeners recognized easily his characteristic touch. His recent experiments with decaphonic tuning or concerts with the use of two parallel tunings (a pianist plays two grand pianos at once - tuned in 440Hz and 432 Hz) confuse reviewers who do not know how to define original style of Leszek Możdżer, who is one of the most visible figures of music stage in Poland today, but at the same time he is recognized throughout the world as an excellent pianist and improviser.

However, the ultimate verifier of his charisma are his solo concerts - performances full of elusive, mystical charisma, but also witticism, thanks to which the name "Możdżer" always guarantees full houses as he has followers who sometimes travel many kilometres to listen to this pianist live.

DAGA BARA

The last 15 years, DAGADANA has explored Polish and Ukrainian culture, blending traditional music with every thinkable genre under the sun.

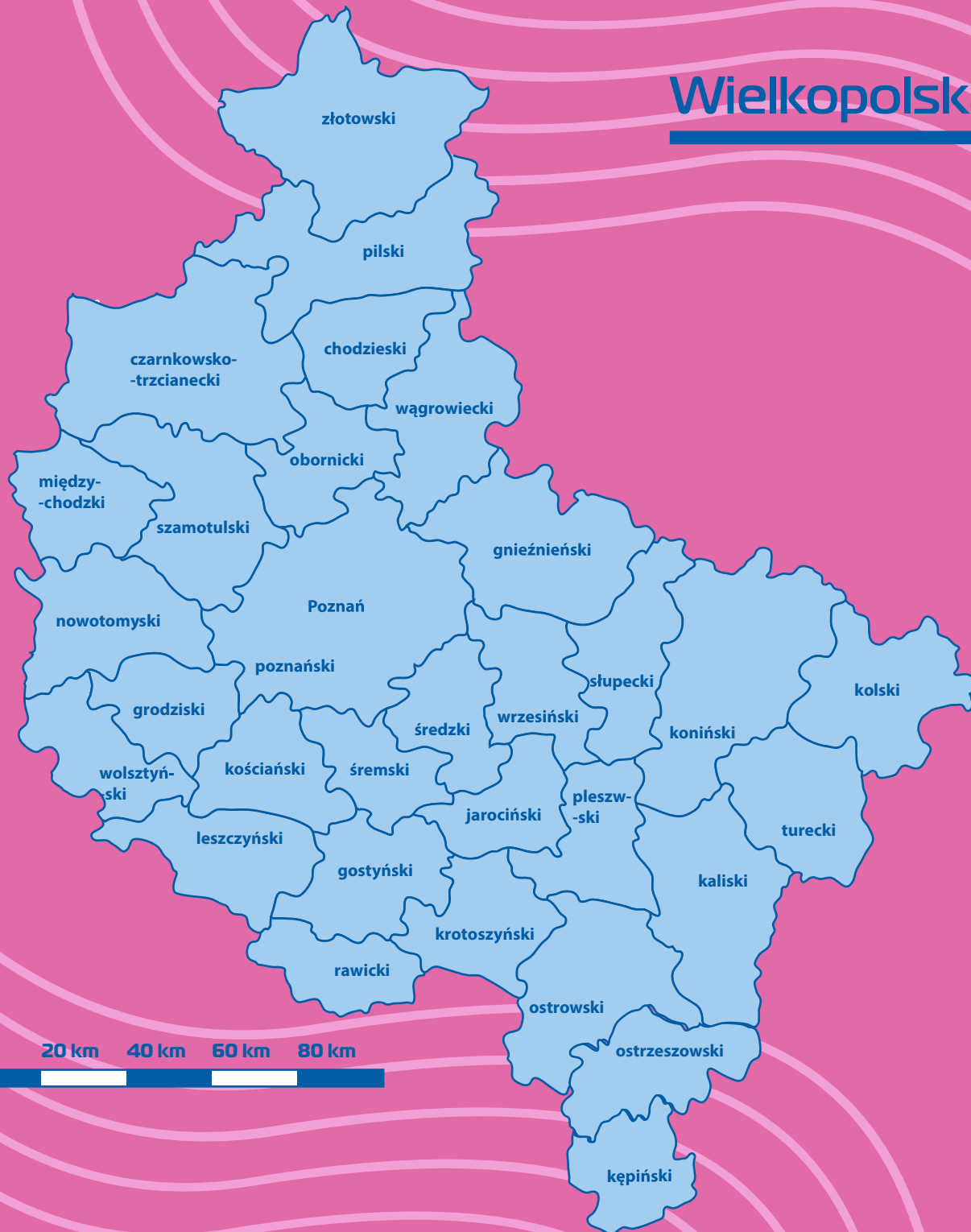
When exploring their roots, DAGADANA has found a multitude of similarities and differences between the two cultures. This has become their plaything, and their latest album “Tobie” from 2021 is a prime example: It is full of wishing songs, the oldest songs preserved in Slavic Lands. These songs become vantage points for a joyous and groovy journey through fusion, experimental electronic music and art pop. At their best, the band’s ongoing and omnivorous experiments represent a cause for defiant optimism: If not in the world of politics, then in the music’s ability to surprise, to move and to forge new understandings.

They see themselves as musical ambassadors, carrying a message of understanding between Poland and Ukraine. This work has gotten a new and tragic relevance in the aftermath of Russia’s invasion of Ukraine in 2022.

Since their first meeting, DAGADANA has traveled the world, playing over 1 000 concerts in 32 different countries. The band has performed in the Moroccan desert, The Forbidden City in China and at Glastonbury. Their albums have received critical acclaim and awards, both in their home countries and abroad.



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