

**44TH ORDINARY SESSION OF THE
ASBU GENERAL ASSEMBLY
& ASSOCIATED MEETINGS
TUNIS (TUNISIA),
15-16TH JANUARY 2025**

**GENERAL ASSEMBLY (44)
15-16TH JANUARY 2025**

Venue: Mediterranean City of Yasmine Hammamet

Wednesday, January 15th, 2025

G r o u p P h o t o + O f f i c i a l O p e n i n g	
09:30 - 10:15	ASBU Director General's welcome address
	ASBU President's address
	Speech of His Excellency the Minister of Tourism in the Tunisian Government
	Artistic Show « Melodies & Dreams »
10:15 - 10:45	COFFEE BREAK
10:45 - 13:15	First Working Session
13:15 - 13:30	Partners' addresses
13:30 - 14:00	Closed session for Active Members ONLY
14:00 - 16:00	LUNCH INVITATION
16:00 - 17:30	Broadcasting Unions Joint Meeting

20.30-23.00 : GALA DINNER : Hasdrubal Hotel

Dress Code: Formal



Professional Discussion

Venue: Mediterranean City of Yasmine Hammamet

Thursday, January 16th, 2025

09:30 - 11:30	Session 1: The War on truth: what is the role of media in countering falsification and disinformation
11:30 - 12:00	Coffee Break
12:00 - 14:00	Session 2: Broadcasters in the age of digital convergence and multiplatform services
14:30	Closing of the Professional Discussion
14:30 - 16:00	LUNCH INVITATION

FREE AFTERNOON