

AGENDA AT A GLANCE



WEDNESDAY, NOVEMBER 8

9:30AM - 10:30AM
SESSION 5

PANDORA'S BOX IS OPEN! REACHING THE CUBAN PEOPLE ON ALL PLATAFORMS

An independent, scientific, island-wide poll in Cuba reveals fascinating new insights.

Special Presentation:

Fernand R. Amandi,
Managing Partner of Bendixen & Amandi.
Scott Michael, Research Analyst, BBG/VOA

11:00AM - 12:00PM
SESSION 6

EXAMINING VENEZUELA: FROM AN OPEN NET TO A CONTROLLED ONE!

Due to increased censorship and online surveillance of Venezuelan citizens, this year's CIF conference will examine the current status of the net in Venezuela. Protesters have used Twitter as a way to document the conflict and to have their voices and messages heard and seen around the world. Gaby Castellanos, a social media strategist and an awarded marketer, known as the "Queen of Social Media," will present an overview of the current status of access to the Internet in her homeland, and why she believes that in Venezuela the "only free media is Twitter."

Moderator: Alejandro Marcano
TV Martí / Host "Venezuela al Día".

Special Guest:
Gaby Castellanos, CEO Socialphilia

12:00PM - 1:15PM

LUNCH

1:30PM - 2:30PM
SESSION 7

INTERNET THE LINK TO UNLIMITED POSSIBILITIES

The possibilities are endless in a connected society, and Internet is essential for businesses and organizations to be part of globalization. A panel of Cuban entrepreneurs, members of civil society, academics and others, discuss how Cubans could benefit from unrestricted Internet access to support growth and expansion.

Moderator: Wilfredo Cancio
OCB News Director

Panel from Cuba:

Turism: "Conoce Cuba" (Social Planning) - Reynier Gonzalez

Restaurant Owners: Rigoberto Maceo, Yodalys Sánchez Maceo (Paladar Doña Carmela)

Academic: Joanna Columbié (La Academia 1010), Williams Espinosa (English teacher, Entrepreneur)

US Based:

Legal: Faisel Iglesias (Attorney)

3:00PM - 4:00PM **CIF AWARDS - MAIN ROOM @ MIAMI AD SCHOOL**

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AGENDA AT A GLANCE



TUESDAY, NOVEMBER 7

8:30AM - 9:30AM | SPONSORED BREAKFAST & REGISTRATION

9:30AM - 10:30AM

WELCOMING
REMARKS AND
INTRO

- Intro & Welcome Cuban Guests
- Announcement: Winner Official
Poster Competition

John Lansing - BBG CEO & Director
Tomas Regalado - Miami Mayor
Andre Mendes - Acting Director OCB
Director of TSI

10:45AM - 12:00PM
SESSION 1

CUBAN APPS:
A WORLD OF
RESOURCEFUL-
NESS!

A mix of inventiveness and ability has provided Cubans with amazing facsimiles of popular worldwide applications. Learn from the creators of these Apps and how their work has provided assistance in areas such as tourism, transportation, and general services in Cuba.

Moderator: Karen Caballero - TV Marti Anchor

Panel from Cuba:

"IslaDentro" (Tourism) - Indhira Sotillo
"KeWelta" (Cuban Mobile Advertising) - Carlos Manuel García
New Technologies Development - Williams Garcia Bayola

US Based:

"Apretaste" - News and Services - Salvi Pascual

12:00PM - 1:00PM

LUNCH

1:15PM - 2:00PM
SESSION 2

CASE STUDIES:
CUBAN
INDEPENDENT
MEDIA

How independent Cuban journalists navigate through censorship and avoid surveillance to disseminate information. From hard news to specialized magazines, hear how they manage to inform their followers.

Moderator: Álvaro Alba
Director, Marti Noticias.com

Panel from Cuba: "En Caliente Prensa Libre"- Ignacio González
"Cuba Press"- Iván García
"Nicks" (Gaming Magazine) - Rafael Santos Camacho/Olga M. Román
"Blog Alejo 3399" - Alejandro Rodríguez

US Based: CubaNet - Hugo Landa & Rafael Duval

2:15PM - 3:30PM
SESSION 3

SOCIAL MEDIA
IN CUBA: A
REALITY
CHECK!

Last year during our first conference, we discussed the real state of the Internet in Cuba. This year we will learn from the most popular social media platforms available on the island, the impact they've had and continue to have on the region, and how this under-connected society navigates and uses social media.

Moderator: Osmin Martínez - Director Diario Las Américas

Panel from Cuba:

"CubaTotal" - Regina Coyula & Walfrido Lopez
"Proyecto Adonai" - Alexei Gámez
Ailer María González - Estado de SATS Cultural Project
Liudmila Cedeño - (Impacto Social de las Redes)
Yaima Pardo, Documentalist

US Based: "Despierta Cuba" - Liu Santiesteban

3:45PM - 5:30PM
SESSION 4

SOCIAL
ADVANCEMENT
THROUGH
GLOBALIZATION

Be part of a conversation with Cuban citizens that use the Internet to interact among themselves and with the rest of the world, in order to keep abreast of worldwide trends and tendencies. From women groups to Cuban millennials, learn how the Internet has been essential for social advancement.

Moderator: Rosa Maria Payá - Cuba Decide

Panel from Cuba:

Ileana Hernandez (Women Issues)("Lente Cubano")
Eliecer Avila (Social & Political)
Rolando Rodríguez Lobaina (Palenque Visión)
Rafael Santos (LGBT)
Cesar Mendoza (Youth) (CEDEL)
Rebeca Monzo (Por el ojo de la Aguja / Blog)

DAY 1 WRAP UP GATHERING! / NETWORKING TENT @ MIAMI AD SCHOOL



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