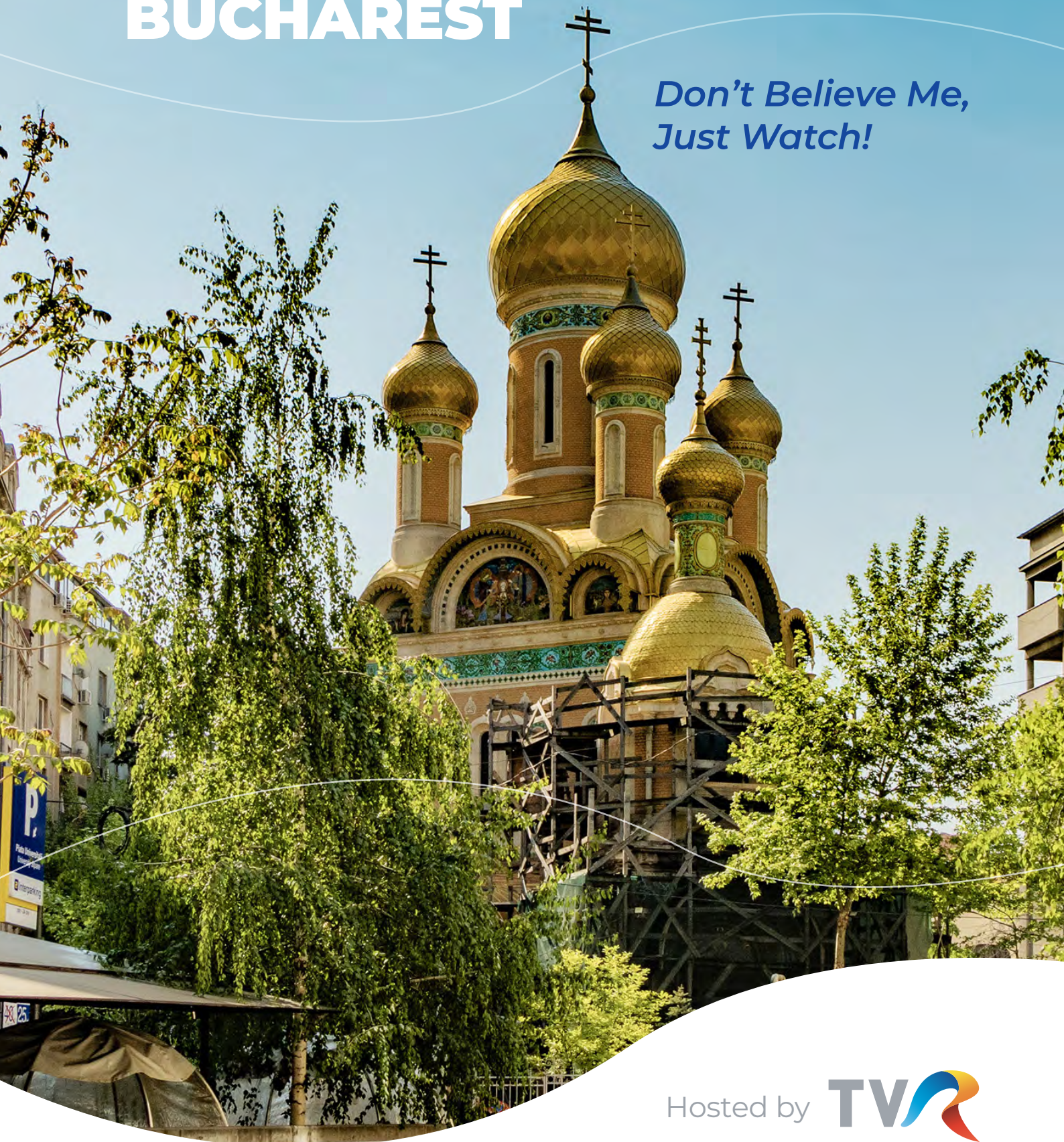


# FIAT/IFTA 2024 WORLD CONFERENCE BUCHAREST

Bucharest  
Romania  
October 15-18  
2024

*Don't Believe Me,  
Just Watch!*



Hosted by **TVR**



# World Conference for Media Archives

The FIAT/IFTA Conference is a unique forum for media archives worldwide and media industry vendors to debate, network and learn from each other on the strategic, organisational and technological challenges and practical solutions facing the digital archiving and broadcasting community today and in the future.

**It fosters knowledge and ideas exchange, education, information, and vendor awareness, understanding and engagement.**

**It will bring together more than 200+ media archive executives, senior management, strategists, policy makers, subject matter experts, curators, researchers, technologists and service providers.**

**We will meet together, present, showcase, listen, discuss, and continue to enjoy being together in person networking and sharing experiences again.**

## Our Host Broadcaster and Location **TVR – National Romanian Television, Bucharest**

TVR, is proud to host the 2024 FIAT/IFTA World Conference in Bucharest. Today, TVR, the largest media organisation in Romania, holds the status of an independent public service of national interest, producing and broadcasting content on 7 TV channels across 5 territorial studios.

The Romanian Television media archive was established as a separate entity in 1993, managing all media storage including the video, stills and audio libraries with public access through social media platforms. TVR has an AV archive heritage of over 400,000 hours of video and audio content with impressive collections of Nicolae Ceausescu communist Romania, Romanian Revolution, newsreels, entertainment, documentaries, in house film production and film festivals.

## The Conference Venue **Sheraton Bucharest Hotel, Romania**

The Sheraton Bucharest hotel is a modern business meeting venue in the vibrant cultural and historical city centre of Bucharest with good conference facilities and great space for a sponsor's exhibition area and networking

The 2024 FIAT/IFTA World Conference comprises 3 days of international speakers in plenary and parallel sessions, keynotes, interactive workshops and expert-led discussion panels, offering the opportunity to network in person with delegates and sponsors. It will bring together more than 200+ media archive executives, senior management, strategists, policy makers, subject matter experts, curators, researchers, technologists and service providers.

Our discussions will span across diverse topics such as the challenges and opportunities in media preservation, the ethical considerations surrounding technological transformations and strategic choices for archive management teams. Migration, collaboration, AI integration, ecological responsibilities and access to archives are just a few of the subjects that will be explored in depth.





# Programme Themes for 2024

- **Media Preservation and Migration**

Towards a new horizon: challenges and opportunities in media preservation.

- **Media Management and Metadata**

Documenting Tomorrow: ethical challenges, technological transformations, AI and shifting skill sets.

- **Value, Use and Copyright**

Accessing Archives, ethics, equity and engagement

- **Media Studies**

From Archive's narratives, unravelling media perspectives

- **Archive Strategies**

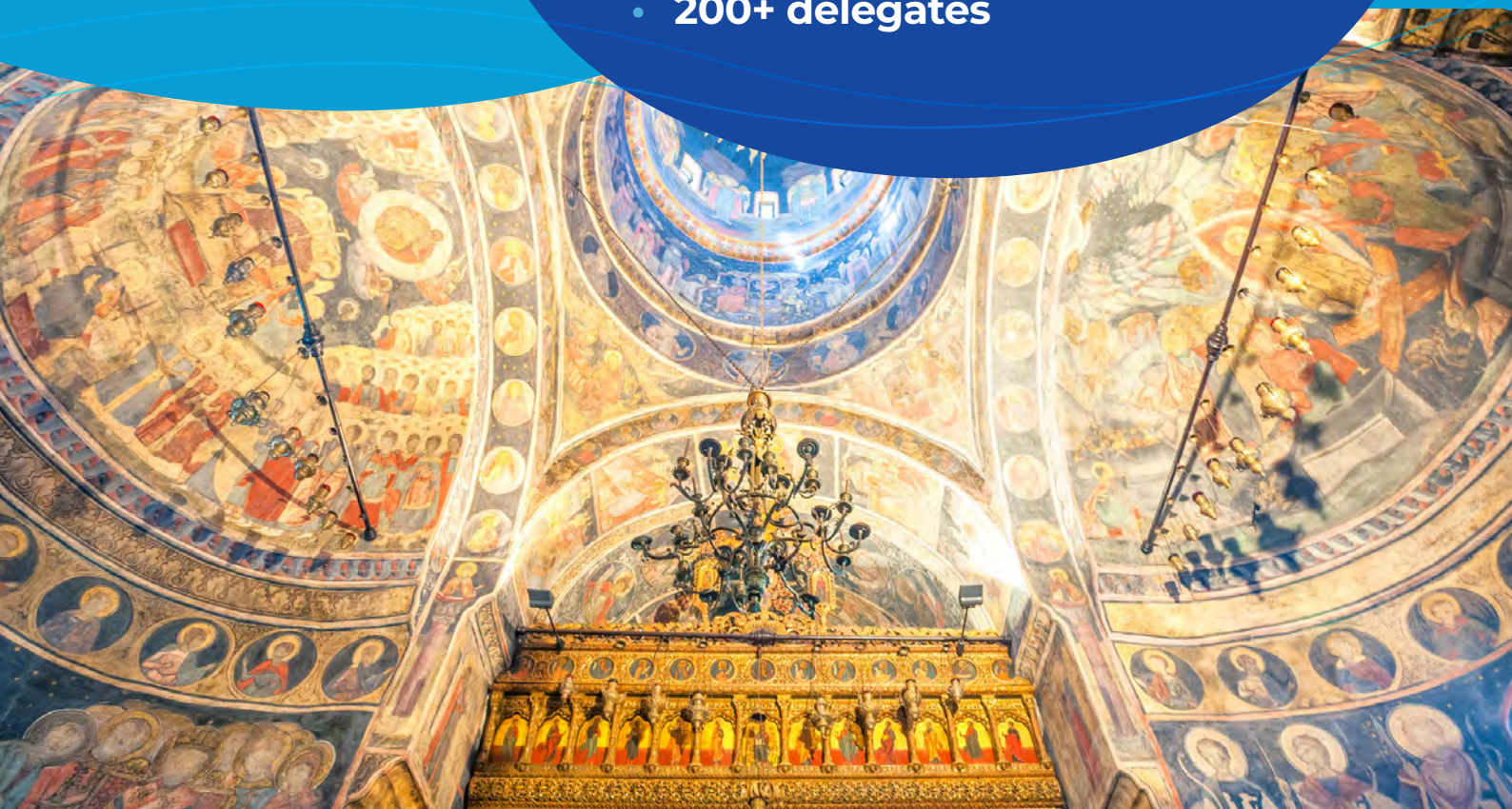
Strategic Choices for the Archive Management team

Please check the Call for Proposals on the website for more details:

<https://fiatifta.org/world-conference/>

We look forward to welcoming you to the 2024 FIAT/IFTA World Conference in...Bucharest!

- 3 Full Days of Content
- Expert International Speakers
- 200+ delegates







# World Conference Event Sponsor Gold

The Gold sponsorship offers high profile recognition and visibility for your company at this prestigious conference event.

- Contributing Industry Sponsor of Gala Dinner, Opening Welcome Cocktail and Archive Achievement Awards.
- Opportunity for speech presentation at the Gala Dinner, Welcome Cocktail and Awards.
- Opportunity for company presentation in Meet the Sponsors session (15 mins).
- Opportunity to lead/moderate at the expert roundtable/panel sessions.
- Social media exposure on FIAT/IFTA LinkedIn, Facebook, Instagram and promoted as a Gold sponsor in the FIAT/IFTA Newsletter.
- Your company name/logo on FIAT/IFTA website with company information (250 words).
- Introductory company blog/vlog and associated links with FIAT/IFTA on conference page once signed up prior to conference.
- Company logo feature on programme, welcome packs and pull up/digital banners.
- Company logo banners in Opening Welcome Cocktail, Awards and Gala Dinner.
- Company logo on Gala dinner invitations and menus.
- Company logo on backdrop screen during conference sessions.
- Opportunity to showcase your company in prime allocated space in exhibition area.
- Company literature/branded gifts in welcome packs.
- Complimentary registration for up to 3 persons including access to social events.
- Access to list of registered delegates 1 week in advance of annual conference and final list post conference (the use of this data is subject to the FIAT/IFTA Privacy and Data Processing statement [fiatifta.org/fiat-ifta-privacy-and-data-processing-statement/](https://www.fiatifta.org/fiat-ifta-privacy-and-data-processing-statement/)).
- Free access to selected pre-recorded presentations post conference event.





## World Conference Event Sponsor Silver

- Contributing Sponsor of Conference Lunches.
- Opportunity for company presentation in Meet the Sponsors session (10 mins).
- Opportunity to lead/moderate at the expert roundtable/panel sessions.
- Your company name/logo on FIAT/IFTA website with company information (150 words).
- Social media exposure on FIAT/IFTA LinkedIn, Facebook, Instagram.
- Company logo on programme, welcome packs and pull up banners.
- Company logo pull up banners at lunch and networking areas.
- Company logo on holding screen in sessions.
- Opportunity to showcase your company in allocated space in exhibition area.
- Complimentary registration for 2 persons includes access to social events.
- Access to list of registered delegates 2 days in advance of annual conference and final list post conference (the use of this data is subject to the FIAT/IFTA Privacy and Data Processing statement [fiatifta.org/flat-ifta-privacy-and-data-processing-statement/](https://www.fiatifta.org/flat-ifta-privacy-and-data-processing-statement/)).
- Free access to selected pre-recorded presentations post conference.



## World Conference Event Sponsor Bronze

- Company logo feature on FIAT/IFTA website and social media, conference website.
- Company logo on backdrop screen in conference sessions.
- Company logo in programme.
- Opportunity to showcase your company in allocated space in exhibition area.
- One complimentary registration.
- Free access to selected pre-recorded presentations post conference.



# Social Events

## Opening Welcome Cocktail

The opening welcome cocktail on the evening 15th October will be a wonderful opportunity to meet and greet old friends, colleagues and new attendees, in a warm convivial atmosphere. Sponsors can network and get to know FIAT/IFTA members in advance of the conference. The Gold sponsors can take the opportunity to give a welcome speech which is always appreciated by attendees.



## Awards

The FIAT/IFTA 2024 Archive Achievement Awards is an opportunity for delegates and members of the local communities to sit back, relax, and view short videos of all the projects shortlisted by the Awards Jury. After which, the runners up will be acknowledged and the illustrious FIAT/IFTA cube will be awarded to the winner of each category. Gold Sponsors will be fully acknowledged at this event and given an opportunity to present an award and give a presentation speech.



## The Gala Dinner

The prestigious Gala Dinner is the key social event of the World Conference. Delegates can mingle with pre-dinner aperitifs before joining colleagues and friends at the gala tables, savour the gastronomic delights of local cuisine with a 3 course dinner, and enjoy lively conversation and musical entertainment. Gold Sponsors will be given the opportunity to give an opening speech before the evening dinner and their sponsoring company logos on banners, dinner invitations and menus.



**FIAT/IFTA**

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Web: [www.fiatifta.org](http://www.fiatifta.org)

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If you would like to partner with us at this year's event, or you have any questions about sponsorship, please contact FIAT/IFTA Directors of Partnerships and Sponsorships [sponsors@fiatifta.org](mailto:sponsors@fiatifta.org)

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