

Decentralised Social Media Workshop

Date & time: Wednesday, October 18th, from 3 pm CET to 5 pm CET

Duration: 2 hours

Objective: To explore the potential of decentralised social media, its advantages, challenges, and the future of online communication in a decentralised world.

Moderator: Kristina Livitckaia, CERTH/ITI

Panelists:

- Sinica Alboaie, Axiologic Research
- Prof. Joshua Ellul, Center for DLT, University of Malta
- Associate Prof. Catarina Ferreira da Silva, Habilitation at ISCTE, University Institute of Lisbon
- Dr. Ioannis Revolidis, Center for DLT, University of Malta
- Amit Joshi, Founder & CEO HashPrix
- Daniel Szegö, DLT Architect, EU Blockchain Observatory & Forum Expert Panel

Program Outline

Part 1 (~45 min)	Part 2 (~ 1 h 15 min)
<ul style="list-style-type: none">• Intro to the workshop (~ 5-7 min)• Introducing the experts (~ 5-7 min)• Keynote speech and Q&A (~ 30 min)	<ul style="list-style-type: none">• Panel discussion (~ 1 h)• Q&A (~ 7-10 min)• Closing (~ 3 min)

Keynote speech by Sinica Alboaie

- The concept of the value and the role of decentralisation
- Decentralised brands and social networks
 - The dominance of centralised social media platforms
 - Defining a decentralised brand
 - Strategies of decentralised brands within social media networks
- Applying decentralised brands beyond social media
- Concluding remarks

Panel discussion subjects

1. Social media 2.0 vs 3.0 and merits/benefits of DSM
2. Technological background/realisation of the DSM benefits
3. DSM challenges
4. Legal/regulatory base
5. Business exploration
6. Results of the study (EUBOF EUSurvey)

[Register](#) to join the event and contribute to the discussion!