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WHAT ARE THE CHILDREN DOING WITH THE MEDIA?  
AND WHAT ARE THE MEDIA DOING WITH THE CHILDREN?



WORLD SUMMIT ON  
MEDIA FOR CHILDREN AND  
YOUTH JUNE 14-18 2010  
KARLSTAD SWEDEN

A unique opportunity to meet the world's foremost experts in education and media industry.





## THE MOST IMPORTANT MEETING PLACE IN 2010.

**The media is a great part of the lives of children and youth. But what are children doing with the media? And what are the media doing with the children? At World Summit Karlstad, we gather the foremost experts and inspirers to accept the challenges that are ahead of us: educators, researchers, journalists, producers and distributors. During the conference, you can take part in and contribute to new international recommendations to translate words into deeds – towards a new global vision for children, youth and media.**

For the first time ever, World Summit will be arranged here in Scandinavia in 2010 after having engaged thousands of participants in previous cities like Melbourne, London, Thessalonici, Rio de Janeiro and Johannesburg. It is a unique opportunity for you to take part in all the knowledge and experience that is available around the media

world that children and youth live in today. Besides meeting the foremost experts in the field, you also have the opportunity to establish valuable connections with colleagues from all over the world.

### Go to [www.wskarlstad2010.se](http://www.wskarlstad2010.se)

Add our website as a bookmark in your web browser. There you will find everything you need to know about World Summit Karlstad 2010. The site is regularly updated and we keep adding more interesting information about the program, the participants and the activities that are arranged in connection with the conference.

### Sign up!

Secure your place at World Summit Karlstad 2010 today. Sign up at [www.wskarlstad2010.se](http://www.wskarlstad2010.se). Price: EUR 345 per person excl. VAT.



## 180 ITEMS OF THE PROGRAM WITH SEMINARS AND WORKSHOPS.

**The world's foremost experts in education, research and media industry from 40 different countries and from every continent of the world are contributing to an exciting and challenging conference program!**

### From the program:

- Researchers and young people are guiding you through the culture and the digital interactive worlds that have developed on the Internet. Make discoveries and insights of your own.
- The development is continuing in a faster pace than we can anticipate. Young people are using different media in more and more situations. Where are we going? Look into the future!
- Hidden advertising through the Internet, e-mail, text messages and other media channels keep reaching our children and youth all the time. How does this affect them?
- Increased media competence through media training makes it possible for the entire staff of a school to reach out with their messages and in a better way meet the students about their media use.

- Children and youth in different parts of the world use media in different ways and for different purposes: entertainment, education, communication. We get to take part in risks and possibilities from different continents.
- In recent years, the media use and developing activities have changed in the Arab world. What has happened and what does the development mean?
- The sexualization of children and youth in media.
- Media facilitate the teaching. New methods meet new needs and give an increased learning. How can the media be of use for you?
- All over the world, the media produce content that children and youth have to practice their critical attitude towards and learn how to read. This media education will contribute to making young people creative and aware members of the society.

**Read and download the program at [www.wskarlstad2010.se](http://www.wskarlstad2010.se)**

## WELCOME TO KARLSTAD.

Karlstad is the only Swedish municipality with a smiling sun as a symbol. All visitors feel welcome here. Thanks to the selection of great hotels, nice restaurants, exhaustive shopping and areas close to the nature you will always have something to do. Here, the river Klarälven fall into Lake Vänern. You can go for a swim in the middle of the city centre, and take boat rides both on the river and out in the adjacent archipelago with thousands of islands.

The musical life is hot and almost every week there are several concerts that will make you agonize about which one to choose. Rock at Nöjesfabriken, opera and musicals at Värmlandsoperan, or why not go to Café August for an evening with troubadours? At our museum on Sandgrundsudden you can see, smell, taste and feel Värmland.

