

ICOM24

ANNOUNCEMENT

ICOM24

INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE FOR DEVELOPMENT AND INNOVATION PURPOSES

From the 3rd to the 6th of December, in Havana

DEAR COLLEAGUES:

In 2015, the United Nations approved the 2030 Agenda for Sustainable Development in order to build strategies to improve the lives of all people, in a harmonious relation with the environment. Halfway there the horizon appears blurred. In a turbulent and dramatic global context, genuine aspirations are uncertain; for example to eradicate poverty and hunger, to reduce inequalities, to build more just and inclusive societies and to achieve access to quality health and education for all. The goals for gender equality, the right to decent jobs and the benefits of economic growth, development and innovation urgently demand critical and intelligent views, plural dialogue and actions based on solidarity, equity and equality, collaboration between all countries, without leaving anyone behind.

With the conviction that a better world is possible, the **XI International Meeting of Information and Communication Researchers and Scholars (ICOM 2024)** returns from the 3rd to the 6th days of December, at the Havana Convention Palace, in order to resume a reflective, multidisciplinary and critical debate on the transversal mission that corresponds to Information, Communication, Technology and Culture, in the development and innovation purposes that humanity has set for itself.

Organized by the Faculty of Communication of the University of Havana, ICOM 2024 will take place in person and virtually, with a program of conferences, panels, presentations and posters, a project exhibition fair, dialogue sessions, visits to places of interest and other activities.

Researchers, academics and university students from Cuba, Latin America and other countries interested in participating may request registration from the Organizing Committee, as well as send papers or posters on the complex and pressing topics called.

Once again, we will meet to debate with science, always from plurality, ethics and respect, the issues in Information and Communication that engage the attention of academics and professionals around the world today.

We are looking forward to receive you, warm regards from Havana,



Prof. Ariel Terrero Escalante
President of the Organizing Committee
ICOM 2024



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ORGANIZED BY

Faculty of Communication of the University of Havana
Havana Convention Palace

SPONSORS

Ministry of Higher Education of Cuba
University of Havana
Union of Journalists of Cuba
Cuban Association of Social Communicators
Cuban Society of Information Sciences
Cuban Association of Librarians

ORGANIZING COMMITTEE

President: Prof. Ariel Terrero Escalante

Vice President: Ailín Martínez Rodríguez, PhD.

Executive Secretary: Orlando Gutiérrez López, MSc.

Organization Management: Idania Licea Jiménez, MSc., Aline Marie Rodríguez Rodríguez, MSc.

Communication Management: Jonathan Peña Valdivies, BSc., Ania Terrero Trinquete, BSc., Camila Izquierdo Domínguez, BSc.

Information Management: Ania R. Hernández Quintana, PhD., Amanda Terrero Trinquete, BSc. **Public**

Relations Management: Karla Picart Rodríguez, BSc., Roxana Romero Rodríguez, BSc., Carlos Ariel González Footwear, BSc.

SCIENTIFIC COMMITTEE

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Radamés Linares Columbié, PhD.

Zoia Rivera, PhD.

Magda León Santos, PhD.

Hilda Saladrigas Medina, PhD.

Yamilé Ferrán Fernández, PhD.

Maribel Acosta Ladies, PhD.

Jorge R. Fernández Cala, PhD.

Yanela Soler More, PhD.

Yunier Rodríguez Cruz, PhD.

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Carlos Fernández Hernández, MSc.

Beatriz Pérez Alonso, MSc.



President of the Organizing Committee and President of the Scientific Committee



ICOM24

INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE FOR DEVELOPMENT AND INNOVATION PURPOSES

From the 3rd to the 6th of December, in Havana

CALLED TOPICS:

The event has been structured into four thematic lines (working committees) associated with the most important areas of Information, Communication, Technology and Culture for Sustainable Development, in the world today. Divided into specific themes, they attempt to focus on transversal, emerging or highly debated phenomena, challenges and perspectives that require a broad, multidisciplinary and critical interpretation capacity.

Thematic line 1: Information, communication and knowledge for development.

Information, communication and knowledge are considered three pillars of development in their multiple dimensions – personal, organizational, local, public, national and international – and in all areas of expertise – environment, health, food security, economy, social, politics and culture. From multiple theoretical trends, scientific researches overlap with development agendas when looking at the management of information, communication and knowledge, for the keys to adopting policies, decisions and strategies in an informed, competent and wise manner, with effective interaction and civic participation.

Topics:

- Social responsibility, ethics and public policies in development agendas
- Communication and information in local development policies.
- Gender, equity and rights in development policies.
- Information, communication and knowledge in innovation strategies.
- Contemporary trends in document management, information, communication and information management knowledge in organizations.
- Information and communication management in environmental policies.

Thematic line 2: Information, misinformation, communication and cultural changes in the contemporary digital environment.

In the contemporary digital environment, a tense confrontation between information and misinformation is visible, which jeopardizes social ethics, media communication, knowledge and the accurate use of data and content. Digital transformation accelerates cultural changes at an organizational and social scale, with growing challenges. Digital literacy and digital governance expand from the organizational to public policies. Artificial intelligence, meanwhile, has joined digital transformations that attract the interest of scholars due to the contributions, risks and conflicts it entails.

Topics:

- Ethics in contemporary journalistic, informational and communication practice.
- Media, informational and digital literacy.
- Government, Governance and Digital Transformation in public management.
- Trends, opportunities and conflicts of AI for communication, information and society.



ICOM24

INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE FOR DEVELOPMENT AND INNOVATION PURPOSES

From the 3rd to the 6th of December, in Havana

Thematic line 3: Culture and power. Cultural industries and public policies:

The always-tense interaction between culture and power has ventured through complex paths in the networked society, with significant impacts in both, the social and organizational spheres. Culture, as a set of values, beliefs, norms and habits, undergoes transformations in organizational and power spaces. Political communication competes, also, with cultural industries when they turn to the technological opportunities of new times. Scholars advocate intercultural dialogue as an essential resource for resilience and development, along with the protection of memory, heritage and cultural identity.

Topics:

- Political communication, conflicts and emergencies in the network society.
- Culture, intercultural dialogue, diversity and cultural identity for development.
- Memory, identities, resilience and rights.
- Cultural industries, artistic creation, distribution and consumption.

Thematic line 4: Professional training in the field of information and communication:

The effective management of information and communication becomes essential for the training and development of knowledge and skills, with the expansion of information and communication technologies (ICTs). The topic deserves the examination of academics gathered to discuss the trends, resources, challenges and strategies that arise from the digital transformation of society, knowledge production and professional training. A new chapter has opened with artificial intelligence. How do the interpretation and treatment of essential concepts for pedagogy such as gender and equity evolve in academic discourse and praxis?

Topics:

- Academic field of information and communication for development.
- AI in the production of knowledge and professional training of information and communication.
- Environmental education, university and media.
- Gender and equity in professional training in information and communication.
- Information and communication for the management of Science: scientific communication, data management research and evaluation of science.



ICOM24

INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE FOR DEVELOPMENT AND INNOVATION PURPOSES

From the 3rd to the 6th of December, in Havana

PRELIMINARY PROGRAM

The academic and social program of the event over its four days will include, in person and virtually activities:

- Pre- conference courses
- Opening ceremony
- Keynote lectures and debate panels
- Simultaneous work sessions by committees
- Guided visits to academic institutions of scientific and social interest.
- Expo fair
- Project pitch
- Dialogue rounds for managers and academic, professional and political authorities
- B2B meetings between different profiles of participants
- Closing ceremony
- Cultural shows
- Other post-congress social activities

PROFILE OF PARTICIPANTS

ICOM 2024 seeks, like never before, to raise awareness about the intersections of information, communication, technology and culture with a sustainable approach. Therefore, it will focus on reinventing networks and significant connections between the various actors that currently mainstream these themes:

- Academics, researchers and students linked to information, communication, culture and social sciences in general.
- Professionals, managers and authorities representing government institutions, companies and associations linked to information, communication, culture or related projects.
- Representatives of other forms of non-state economic management (MSMEs, projects and other undertakings) linked to information, communication, culture and local development.
- Representatives of international cooperation agencies and organizations, and non-governmental organizations with projects, initiatives or interests linked to information, communication, culture and the local development.

PARTICIPATION MODALITIES:

Participation in the academic event may be undertaken with the following categories of submissions:

Presentation (main category)

Logically and formally structured communication in a written report and presented orally, on a specific topic that informs and promotes exchange in the scientific community about the results or progress of research. It allows researchers to make theoretical formulations, present partial or final results on new techniques or methods, publicize experiences carried out or case studies within the framework of an academic event.



ICOM24

INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE FOR DEVELOPMENT AND INNOVATION PURPOSES

From the 3rd to the 6th of December, in Havana

To access the formal structure and requirements of the presentation as a form of participation, download a template at the following link: <http://bit.ly/3Vvdly4>

Scientific poster or Poster (by assignment of the Scientific Committee):

The scientific chart or poster synthesizes, in a balanced way, the results of a research project with images (tables, graphs, diagrams and maps) and text. To approach in an attractive and summarized way objective, methodology, results, conclusions and bibliography regarding the topic presented. The poster must be in digital format.

To access the formal structure and requirements of the Scientific Chart or Poster as a form of participation, download a template at the following link: <http://bit.ly/3Vvdly4>

Procedures for submissions

To make a successful submission it will be necessary to register in advance on the event website available (as of July 30, 2024) at the following URL: comevento.com. After registration, you must access the "Participation" section, fill out the form with the requested data according to the submission categories and complete the procedure according to the established dates.

Once the possibility of uploading the contribution file (e.g. paper, poster, or project) has been activated, the document will be named as follows:

- Commission (ICOM24_ThematicLineNo.)_First surname of the main author, First name

For example, a work that is sent to **Thematic Line 3: Culture and power. Cultural industries and public policies**, should be named as follows: ICOM24_3_Rodríguez, Juan

General conditions for submissions

The Scientific Committee will notify the receipt of each contribution through the official email of the event (icomcuba@gmail.com) within a period of no more than 72 hours, and will inform about its acceptance or not, and presentation modality within the established deadlines.

Authors whose presentations, posters or other forms of participation are approved must register and pay their fee to the event so that their presentations are scheduled and published as part of the ICOM 2024 Proceedings in all its formats and platforms. Participation certificates and other event benefits will only be given to those who meet this condition.

For submissions with more than one author, only the main speaker may pay the registration fee to guarantee the inclusion of the work in the program. If more than one speaker per contribution wishes to attend the event, they must request their participation from the Organizing Committee.



ICOM24

INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE FOR DEVELOPMENT AND INNOVATION PURPOSES

From the 3rd to the 6th of December, in Havana

The Scientific Committee may decide to display some contributions in the form of a scientific poster or poster, prior agreement with their authors. Although the official language of the event is Spanish, presentations in Portuguese and English languages will be accepted.

IMPORTANT DATES

ACTIVITIES	DATES
Deadline for submissions	August 31st , 2024
Notification of acceptance	September 30th, 2024
Deadline for the payment of registration fees with bonus	October 20th , 2024
Official accreditation	December 2nd , 2024
Opening ceremony	December 3rd, 2024
Closing ceremony	December 6th, 2024.

REGISTRATION FEES

NATIONAL PARTICIPATION	IN PERSON	VIRTUAL
Professional participant	CUP 5460	*
Undergraduate student	CUP 4960	*

FOREIGN PARTICIPATION	IN PERSON		VIRTUAL
	Until October 20th, 2024	From October 21st to November 20th, 2024	
Professional participant	USD 300	USD 330	USD 200
Non-professional participant	USD 300	USD 330	*
Undergraduate student	USD 150	USD 170	USD 100

**In future communications there will be more information on the virtual program of the event and its registration fees for national delegates and non-speaker foreign delegates depending on logistical capabilities of the event.*

***Undergraduate students who pay the registration fee online must prove their status by attaching a photocopy of their updated study card and a document or letter from the dean of their institution certifying it, with a signature and seal. Postgraduate students will not be eligible for this category.*

ICOM24

INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE FOR DEVELOPMENT AND INNOVATION PURPOSES

From the 3rd to the 6th of December, in Havana

ICOM 2024 EXPO-FAIR:

Parallel to the academic event, an associated Expo Fair will be organized in the Havana Convention Palace itself, which will provide an ideal framework for companies, institutions and projects linked to communication and information areas to show their results, initiatives, products and services. Universities, specialized schools, computer developers, trade associations, press organizations, audiovisual producers, marketers of related topics, consultants, publication subscribers and publishing houses, among other institutions linked to the participation profile of the event, are especially invited.

In this edition, in a special and innovative way, the Expo Fair calls for a Pitch to launch projects linked to information, communication and culture from a sustainable development approach. It will be the ideal platform to advise, make visible, reward and support projects with relevant results in key sustainable development agendas. Multiple initiatives will compete with brief and dynamic presentations of their projects, demonstrating their abilities to communicate development.

Likewise, rounds of dialogue, B2B meetings and immersive sessions will be held between different profiles of participants. Likewise, conditions will be created for the exhibition of info-communication products and services: databases, multimedia and software applicable to the management and provision of library services, or useful for scientific communication and information organizations, among others.

The Expo Fair has also planned the presentation of books and magazines of interest for communication and information. The Organizing Committee will evaluate these proposals.

Participation may be requested from the Organizing Committee through the following forms of contribution:

Competitive Project Pitch:

- Project's name
- Associated institution/organization/community
- Members: names and contacts
- General description of the Project (mission, vision, justification, target audiences)
- Objectives and main information and communication actions
- Results (obtained/projected)

To access the formal structure and requirements of the competitive Project Pitch as a participation modality, download a template at the following link: <http://bit.ly/3Vvdly4>

ICOM24

INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE FOR DEVELOPMENT AND INNOVATION PURPOSES

From the 3rd to the 6th of December, in Havana

In addition to the official communication channels of the event, interested parties may contact:

Roxana Romero, BSc.
Coordinator of ICOM 2024 Expo Fair
University of Havana
Mobil phone: +53 59978424
Email: roxromrdguez@gmail.com

Karla Picart Rodríguez, BSc.
Project Pitch Coordinator University
of Havana
Mobil phone: +53 53457102
E-mail: karlapicart@gmail.com

Booth

- Name of the institution/organization/project
- Name and contacts of the exhibitors
- Description of the organization (mission, vision, corporate purpose)
- Summary of participation (Objectives, audiences, products, services and main information and communication actions)

If your participation with a booth at the Expo Fair is approved, the contracting of this and associated services will be carried out with the Professional Organizer of Fairs and Exhibitions of the Convention Palace. Each organization will pay through a contract for booth rental and services + lunches:

Katia Batista Noa, BSc.

Professional Organizer of Fairs and Exhibitions.

Havana Convention Palace, Cuba

Telephone: (+53) 72087541 and (+53) 72107100 Ext. 1106.

Mobil phone: (+53) 50940720

E-mail: katiabatista@palco.cu

INVITATIONS

Those interested in the event who require an invitation letter for official procedures may request it from the Organizing Committee by email: icomcuba@gmail.com.



ICOM24

**INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE
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ABOUT THE HEADQUARTERS:

In a privileged place in Havana, surrounded by exuberant nature, the Convention Palace rises majestically, a historic institution, a leader in the creation of shared experiences to satisfy the emerging and diverse needs of the most important events in Cuba. It has hosted more than 3,500 events and 1.5 million delegates at summits, congresses and conventions of great national and international relevance.

It is the largest meeting and exhibition center in the country. It occupies an area of 60,000 square meters. It has 12 air-conditioned conference rooms, with modern designs and equipment, simultaneous interpretation services and advanced technology in audiovisual media. The Palace has other multipurpose locations and offices, which guarantees the success and recognition of its events. It also houses the Palco Hotel, a 4-star executive hotel.

With an extensive range of organizational, technical, gastronomic and logistical services, characterized by its tradition, technological and infrastructure development, designed with precision, professionalism, the comfort they deserve, its symbol is the exceptional team of professional organizers, and workers specialized in events distinguished for his ethics, integrity and competence.

From December 3rd to 6th, 2024, the Havana Convention Center will open its doors to ICOM 2024 with the mission of making it an unforgettable event and a source of knowledge and multiple connections. Sharing experience will not only be its motto, but its very essence.



ICOM24

INFORMATION, COMMUNICATION, TECHNOLOGY AND CULTURE
FOR DEVELOPMENT AND INNOVATION PURPOSES

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TOUR OPERATOR RECEPTIVE

Cubatur Travel Agency

For accommodation requests please contact:

Juan Carlos Govea Hechevarria

Main Specialist at MICE Market

Telephone: (+53) 7833 4113

Mobil phone: (+53) 52859576

E-mail: ep.eventos@centra.cbt.tur.cu

The official operator includes in the offer:

- Daily accommodation with breakfast included
- Airport-hotel-airport transfer
- Transfer for Conference sessions (except Hotel Palco)
- Individual assistance
- Tour services

GENERAL CONTACTS

For more information related to the Meeting, registration fees, forms of payment, rights regarding the registration fees, hotel offers and other topics of interest, please consult the event's official website at icomevento.com and/or by e-mail: icomcuba@gmail.com

Zósima López Ruíz, MSc.

Professional Conference Organizer

Havana Convention Palace, Cuba

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XI ENCUENTRO INTERNACIONAL
DE INVESTIGADORES Y ESTUDIOSOS
DE LA INFORMACIÓN Y LA COMUNICACIÓN



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