



**V ENCONTRO INTERNACIONAL
CULTURA, MARKETING E COMUNICACÃO**
HAVANA, CUBA 22 E 23 DE JANEIRO DE 2019

INFORMAÇÕES
IV ENCONTRO INTERNACIONAL - HAVANA - CUBA
COMUNICAÇÃO, TECNOLOGIA, INOVAÇÃO E DIVERSIDADE
MAIS INFORMAÇÕES DO ENCONTRO [CLIQUE AQUI](#)

SEMINÁRIO - FLORIDA - EUA
ISSUES AND TRENDS IN MARKETING AND COMMUNICATIONS
MAIS INFORMAÇÕES DO SEMINÁRIO [CLIQUE AQUI](#)

V INTERNATIONAL MEETING CULTURE, COMMUNICATION, MARKETING AND COMMUNITY 22 and 23 January 2019 - HAVANA, CUBA

TOPIC: Communication, Technology, Innovation and Diversity in smart cities

The Center for Communication and Marketing Evaluation and Measurement Studies (CEACOM) of the School of Communication and Arts (ECA) of the University of São Paulo (USP) and the University of Havana's (FC) Communication Faculty (FCH) invite you to participate of the IV International Meeting on Culture, Communication, Marketing and Community to be held on 22 and 23 January 2019 in Havana, Cuba. This meeting was held in its previous editions in Cuba and in Brazil.

The event will take place at the Casa de Cultura and this time the central theme will be communication, technology, innovation and diversity. The meeting will be supported by UNESCO, UNICEF and UNEAC (Union of Writers and Artists of Cuba).

Goals

- Promote a space for the articulation and exchange of experiences on the themes of creativity, innovation, communication and marketing in the context of education, culture, community and organizational projects, inside and outside the Internet in smart cities (cities using new technologies of ethical and sustainable manner).
- Promote complementarity between people involved in these areas and projects; as well as reflection, discussion and analysis on the contribution of these themes to human development.



- Promote reflection on the contribution of these variables (creativity, innovation, education, ethics, diversity, communication and marketing) to the development of communities and their responsible cultural projects, through the production and socialization of actions using new information technologies and communication (ICT).
- Discuss innovative experiences through visits to communities hosting community cultural projects, as well as to analyze the possible contribution of new technologies

Subtopics

- Media Information literacy(MIL) and Educommunication: Smart cities and MIL Cities.

Marketing diversity on and off Internet.

- Cultural barriers to communication (advertising, marketing, public relations, the press, digital universe, tourism and hotels, fashion, etc.) that prevent the construction of smart cities.
- Creativity and Innovation with ethics inside and outside the Internet.
- Management of community projects inside and outside the Internet.
- Digital Personal Marketing for managers and leaders of community projects.
- Sociocultural projects with children and adolescents inside and outside the Internet..
- Combat fake news on and off the internet.
- Digital sensitivity: the new affective relationships built on the internet.

Forms of participation:

- Presentation of individual works
- Presentation of work in panels organized in Working Groups
- Conferences and communications
- Round table
- Presentation of books, posters or other means of communication, pieces and works of art on the themes of the event.
- Participation as delegate or listener (in presenting works or pieces)

Addressess:

Designed initially for students and alumni of ECA / USP's Communication and Marketing Management course, it is also open to students, professors and researchers from other courses and universities, as well as to market professionals, artists, public employees, project managers and others interested in knowing how communication and marketing practice is focused on sociocultural factors in other countries.

Investment in the event:

For those who pay until 11/30/2018 the value will be **CUC 200.00, Cuban currency or its equivalent to the 240 US dollar (USD)**. thus divided: half(**100 CUC or 120 USD dollar**) to be deposited in favor of Mitsuru Higuchi Yanaze & Asociados, CNPJ 59696591 / 0001-26, in the account of Banco Bradesco - Agency: 0156- 2 - Current Account: 163583-2. to guarantee its presence and the other half (**100 CUC**



or 120 USD dollar) at the time of Registration in Cuba on 01/22/2019. Please send the payment receipt to the mail chibas_f@yahoo.es

Those who pay after 11/30/2018 the registration fee will be 300 CUC or 330 USD dollar. The half must also be deposited in the account of Mitsuru Yanaze and Associates until December 28, 2019, 150 CUC or 165 USD dollar to guarantee its presence and the other half 150 CUC or 165 USD dollar at the time of accreditation in Cuba on 01/22/2019.

The registration includes participation in all activities of the scientific program of the V Meeting, folder with materials of the event, information on the topics and Certificate of participation in the International event.

The values are not returned if the cancellation occurs by the subscriber. The values are returned if the cancellation of the event happens by the organization of the event.

More information about the conference in the site web www.criarcom.com

Investment in the Tourist Package (optional):

You can choose how to travel. It can be through the agency and the detailed tour package following or on your own. This package does not include payment in event registration. The package information follows:

Expected dates:

Arrival in Havana: January 20, 2019

Departure from Cuba: January 27, 2019

The package includes:

- Flights to Sao Paulo / Havana / Sao Paulo
- Transfers in /-out (José Martí Airport / Hotel in Havana / José Martí Airport •
- 6 nights' accommodation in apartment with breakfast

Flying with Avianca - Taca

Hotel Comodoro

Double room US \$ 1751,00

-Individual US \$ 1840,00

The package does not include:

Visa from Cuba US \$ 25 (provided by the operator)

Health care insurance US \$ 35

Services not mentioned

Values subject to change without notice by the airline.

Form of payment:

- View or entrance 30% + balance in 6 x on the passenger card



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Certifications:

Participants will receive two Certificates:

- 1-ECACOM- of ECA / USP, Brazil
- 2-CFOM of the University of Havana, Cuba

Activities plan:

The event will take place from January 20th through January 26th, but it is suggested to arrive on the 20th and leave Cuba on January 27, 2019.

The event includes magisterial lectures, presentation of works, exhibitions of plastic artists, fashion show, presentation of singers and bands, technical visits, among other activities.

Key notes:

- Prof. Dr. Miguel Barnet (Cuba)
- Prof. Dr. Mitsuru Yanaze (Brasil)
- Prof. Dr. Dorinho Bastos (Brasil)
- Prof. Dr. Felipe Chibás (Cuba/Brasil)
- Prof. Dr. Raúl Garces (Cuba)
- Profa. Dra. Iramis Bello (Cuba)

Presidents

- Prof. Dr. Raúl Garces Diretor da FCOM da UH (Cuba)
- Prof. Dr. Mitsuru Higuchi Yanaze – Coordenador do CEACOM/USP (Brasil)

General Cordenators:

- Prof. Dr. Felipe Chibás Ortiz - UNEAC/CEACOM/USP (Cuba-Brasil)
- Porf. Msc. Orlando Gutierrez
- Prof. Msc. Malcolm Jarrosay - UCI (Cuba)

Organizing Committee:

- Prof. Dr. Felipe Chibás Ortiz - UNEAC/CEACOM/USP (Cuba/Brasil)
- Dra. María Antonieta Tarafa - MINISTÉRIO DE CULTURA (Cuba)
- Prof. Dra. Iramis Bello FACULDAD DE TURISMO/UH (Cuba)
- Prof. Msc. Orlando Gutierrez - FCOM/UH (Cuba)
- Profa. Esp. Mileydi Castro (Cuba)

Scientific commission:

- Prof. Dr. Mitsuru Higuchi Yanaze - CEACOM/ECA/USP (Brasil)
- Prof. Dr. Felipe Chibás - UNEAC/ECA/USP (Cuba)
- Prof. Dr. Dorinho Bastos - CEACOM/USP (Brasil)
- Prof. Msc. João Castanheira - CEACOM/USP (Brasil)
- Dra. María Antonieta Tarafa - MINISTÉRIO DE CULTURA (Cuba)



Important:

This event was designed so that those interested can continue traveling from Havana to the United States if they are interested. More information on the website: www.ceacom.com.br

Contact:

Prof. Dr. Felipe Chibás Email: chibas_f@yahoo.es

Código de campo alterado