

27.–29.5.2026 | Lappeenranta | Finland

emma 2026 CONFERENCE



LUT
University



LUT
BUSINESS
SCHOOL

emma
European Media Management Association

FOREWORD BY THE CONFERENCE CHAIR

We are honored to welcome you to the emma 2026 Conference in Lappeenranta, Finland, hosted at LUT University and organized by LUT Business School. This is the first emma annual conference held in Finland, and we are delighted to have you join us in this scenic lakeside city in the happiest country in the world!

This year's conference theme is *"Media Protecting Democracy and Building Trust in a Divided and Fragmented World,"* brings together scholars and practitioners to discuss how media systems and organizations can protect democracy, uphold independence, and remain economically viable in an age of fragmentation and AI disruption.

At LUT University, we combine technology, business, and social sciences to drive sustainable renewal and innovation with real societal impact. Media management research is central to this mission. We look forward to welcoming you to LUT, the Land of the Curious, and to engaging with the pressing issues of our time.

We would also like to express our heartfelt thanks to everyone who has contributed to this year's conference, especially the authors and all those who reviewed the submissions. We would also like to thank The Foundation of Economic Education, The Finnish Cultural Foundation, LUT University and LUT Business School, the European Media Management Association, 4M Group-Ceramiche Morreale-Interior Design, Sicily Food, and Mancuso Vincenzo & C, for their support.

Finally, we kindly ask everyone to read this file thoughtfully as it includes important information related to emma 2026: venue, arrival instructions, presentation guidelines, social events, and much more.

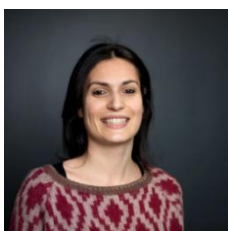
Welcome to #emmalappeenranta! Tervetuloa!

Päivi Maijanen, Conference Chair

emma 2026 Organizing Committee:



Päivi Maijanen
Associate Professor,
LUT Business School



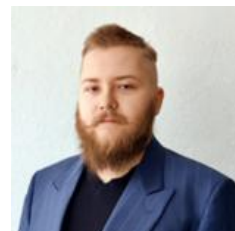
Azzurra Morreale,
Associate Professor,
LUT Business School



Amanda Piepponen,
Community Developer,
LUT Business School



Kaisa Pekkala,
University Lecturer,
Social Sciences,
LUT University



Jarno Pasonen,
Junior Researcher,
LUT Business School

Contact: emma2026@lut.fi

emma 2026 KEYNOTES & PANEL DISCUSSIONS

Our conference theme “*Media Management and Trust in the Divided World*” comes to life through a series of engaging sessions around the conference theme and we are happy to present two keynotes and two panel discussions at this year’s conference.

More information about our keynote speakers and panelists can be found on [the conference website](#).

Building Sustainable News Media in the Era of AI and Declining Trust

Thursday, 28 May, at 9:30



Nic Newman
Senior Research Associate,
Reuters Institute for the Study of Journalism

Borderline Reality – Living Next Door to an Expansionist Neighbour

Friday, 29 May, at 10:20



Outi Salovaara
Freelance Journalist

Panel Discussion: “Media Management and Trust in the Divided World”

Thursday, 28 May, at 10:30

Moderated by Ulrike Rohn, Tallin University



Nic Newman
Senior Research Associate,
Reuters Institute for
the Study of Journalism



Mika Rahkonen
Head of Strategy, Yle



Laura Saarikoski
CEO, Helsingin Sanomat
Foundation



Olli Seuri
Co-Founder and
Editor-in-Chief,
Uusi Juttu

Panel Discussion: “AI, Media, and Democracy”

Friday, 29 May, at 13:30

Moderated by Kaisa Pekkala, LUT University



Ville Grahn
Head of the News Media
Development Unit,
Keskiuomalainen



Ruggiero Lo Sardo
Researcher,
Sony Computer Science
Laboratories



Mikko Salo
Founder and CEO,
Faktabaari



Anna-Mari Wallenberg
Docent in Cognitive
Science and
Philosopher of AI
Research, University of
Helsinki



Päivi Tampere
Head of the Technology
and Scientific Development
Branch, NATO Strategic
Communications Centre of
Excellence

CONFERENCE VENUE INFORMATION

- The campus is located approximately 7km from the city center and is easily reached by bus
- The address of the campus is Yliopistonkatu 34
- The detailed instructions on arriving to Lappeenranta can be found here: [Instructions for visitors | LUT](#)
- The floor map of the conference rooms can be found below, but do not worry, there will be signs to guide you to the right place on the campus and you can always ask for help from anyone around
- More information about accessibility at the campus can be found here, including accessibility map: [Campuses Accessibility | LUT](#)
- Welcome reception and all conference dinners are organized in the city center area



Conference buses

On Thursday and Friday, we will provide transportation from the city center to the campus and back for conference participants in the morning and afternoon as follows:

Thursday 28 May

- Bus leaves from the city center at 08:15
- Bus leaves from the campus at 17:00

Friday 29 May

- Bus leaves from the city center at 08:00
- Bus leaves from the campus at 16:20
- Bus leaves from the campus at 17:40

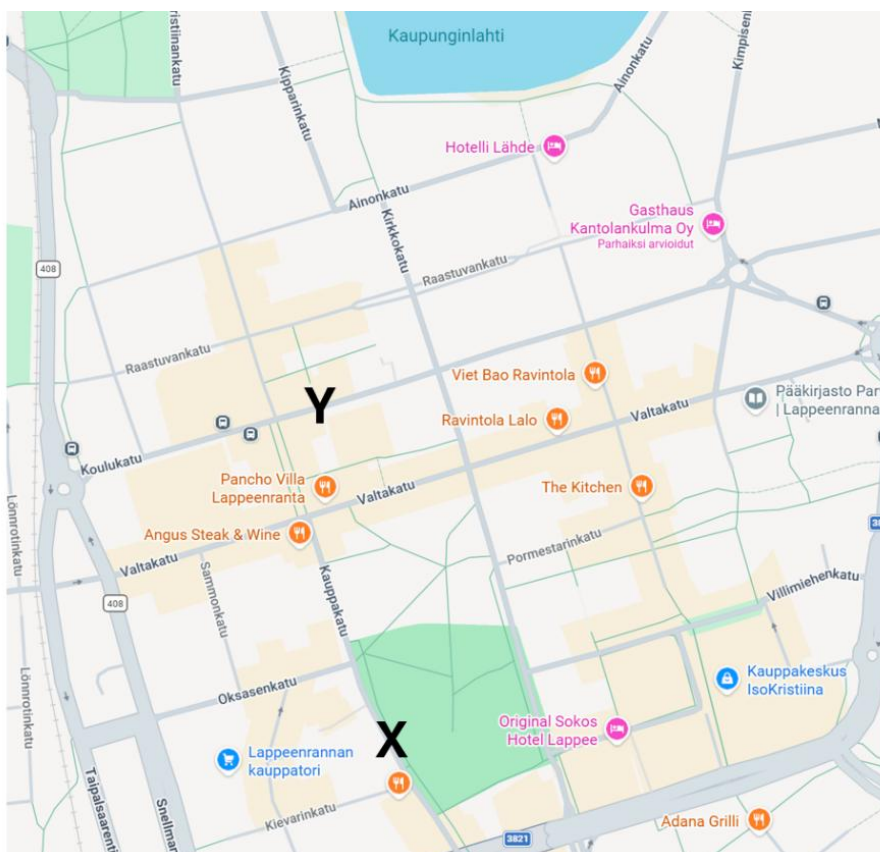
On Thursday and Friday, the private bus for emma 2026 will leave from **Kauppakatu 45** ([Google Maps](#)). At the campus, the bus will stop in front of the main entrance. When you enter the university, please follow the emma 2026 signs for the registration desk.

Public transportation

The local bus numbers 1 and 5 run between the city center and the campus via different routes. The journey takes 20–30 minutes depending on the route. Bus number 5 also runs to the university from the railway station (Matkakeskus). Please note that public transportation leaves from a different location than the private emma bus, see the digital travel guide and the figure below.

In addition, Lappeenranta has city bikes. The pick-up locations as well as available bikes can be checked from the same route planner as the local busses.

- » Routes and timetables: [Digital travel guide](#)
- » Tickets: [Tickets and fares in Lappeenranta public transport](#)
- » Information about city bikes: [Lappeenranta city bikes](#)



**Bus stop locations
in the city center**

**Y = Bus stop for
public transportation,
called “Keskusta L”
(For other stops,
please see the travel guide)**

**X = Bus stop for
emma private bus
(Thu-Fri and Sat Social Program)**

Taxis

In case you would like to use taxi, we recommend using Taksi Saimaa or Menevä. Menevä has also a mobile app, where you can easily order the taxi.

- [Taksi Saimaa](#), Tel. +358 200 60 400
- [Menevä](#), Tel. +358 800 02120

Parking at the campus

Short-term parking area and accessible parking are located in the front yard of the campus. Parking (excluding charging for electric vehicles) is free during the conference.

Electric vehicle parking spots are located in areas P3, P4, and P6, and the eParking app is used to reserve parking rights for charging.

» [See here more information about parking at LUT](#)

Coat rack & luggage storage at the campus

The coat rack is located in the main lobby on the right side of the entrance. Next to it, there are also lockers that can be used. Please note that the use of the lockers and coat rack is at the visitor's own risk.

In addition, the room booked for emma participants for silent working or relaxation can be used for storing luggages. The room is located next to the registration desk.

Silent room

The conference participants will have the possibility of using a silent room for working or relaxation during the conference. The room is located next to the conference registration desk.

There are several phone booths around the campus that can be freely used for working.

Prints and handouts

Following the LUT values, we are keeping the printouts and other handouts to a minimum. The conference program and these instructions can be found from the conference website, and you will have a QR code for the program on your name badge.

Wi-Fi at LUT

LUT University provides free Wi-Fi for visitors at the campus. The network is called "LUTGuest" and using the network requires registering. Instructions can be found here: [LUTGuest Wi-Fi](#).

In addition, Eduroam is available on the campus.

PRACTICAL INFORMATION

Registration desk

All attendees are kindly asked to register and pick up their name tags at the registration desk before joining sessions.

Registration and info desk is open as follows:

- Wednesday at 08:00-16:00, Pre-Conference Day, LUT University
- Wednesday at 19:00-21:00, Welcome reception, Kehruuhuone
- Thursday at 08:00-17:00, Conference Day I, LUT University
- Friday at 08:00-17:00, Conference Day II, LUT University

Presentation guidelines

Paper presentations in the parallel sessions must be a maximum of 12 minutes, followed by a maximum of three minutes for questions and discussion.

Please upload your presentation materials to OneDrive by 08:00 on the day of your presentation: [emma 2026 parallel paper presentations](#). Please upload your presentation to the folder for the correct day and room and name the file appropriately. The room numbers for the parallel sessions can be found in the schedule. Presentations will be downloaded from the shared folder to the LUT computers in the session rooms. This will help ensure that the sessions run smoothly.

Coffee breaks & lunches

You will have a chance to grab a coffee when you join the morning sessions. There will also be two coffee breaks, one before lunch and one after, with a small snack. The location of each break will be mentioned in the program.

A warm lunch will be served at the LUT Restaurant. Please note that emma 2026 participants will have a dedicated lunch area right above the main entrance. Please follow the signs.

If you informed us of your dietary restrictions or allergies when registering, this information has been forwarded to the restaurant. If you have any questions during the event, please ask the restaurant staff.

Please keep your name badge visible during coffee and lunch breaks.

Photography during the event

The conference will be photographed for LUT University and emma communications and marketing purposes, and photos will also be shared with participants after the event. If you wish not to be in the photos, please inform the photographer during the event.

Social media

When posting about the event in social media channels, please remember to use #emmalappeenranta and when posting in LinkedIn, please tag [European Media Management Association \(emma\)](#).

LUT Instagram: [@unilut](#)

LUT Facebook: [@unilut](#)

PRE-CONFERENCE DAY ON 27 MAY

The pre-conference day will include a PhD Workshop by emma 2026 and a Paper Development Workshop by JOMBS. Please note that both workshops are intended for participants who have submitted and registered at the events beforehand.

The participants of the workshops have received confirmation and information via email from the organizers.

The program of the PhD Workshop

- 08:00 Registration & Coffee
- 08:30 Part I: Methods Session – From Digital Data to Meaningful Analysis by Jukka Huhtamäki and Maria Arango Kure (room 1314)
- 10:30 Coffee break
- 11:00 Part II: Feedback-Based Research Workshop (room 1247)
- 13:00 Lunch at LUT Restaurant
- Tutors: Leona Achtenhagen, Tom Evens, Bianca Harms, Jukka Huhtamäki, Ari Jantunen, Minna Koivula, Mart Ots and Björn von Rimscha

The program of the Paper Development Workshop (PDW)

- 13:00 Lunch at LUT Restaurant
- 14:00 Plenary Opening - Welcome, goals of the PDW & introduction to JOMBS (room 1247)
- 14:15 Parallel Round 1 (3 parallel paper discussions)
- 15:00 Coffee break
- 15:15 Parallel Round 2 (3 parallel paper discussions)
- 16:00 Plenary Closing - Key insights, publication advice & next steps
- Tutors: Leona Achtenhagen, Tom Evens, Bianca Harms, Päivi Maijanen, Mart Ots and Björn von Rimscha

Please note: If you have any questions concerning the PhD Workshop, please contact emma2026@lut.fi. Questions concerning the PDW can be sent directly to Bianca Harms at bianca.harms@nhlstenden.com.



SOCIAL EVENTS

27 May – Welcome Reception

We invite all emma delegates to join us for the opening event on Wednesday evening at [Kehruuhuone](#), where you can network with others, enjoy the music and get into the conference mood. The venue is located in the fortress close to the Lappeenranta harbor and it is easily accessible by foot from the city center.

Food and drinks will be served.

» Address: Kristiinankatu 20, Lappeenranta, [Google Maps](#)

» Time: 19:00-22:00

28 May – Dinner Cruise

What could be a better way to wrap the first full conference day than enjoying the dinner surrounded by the beautiful Lake Saimaa and the archipelago landscapes? This event is all about relaxing atmosphere, enjoying the good food and drinks, and even better company. You will also experience the exciting 13-meter-high Mälkiä lock on Saimaa Canal.

The cruise will depart from the harbor. Please arrive by 18:15. The boat will leave at 18:30 sharp.

» Address: Satamatie 3, Lappeenranta, [Google Maps](#)

» Time: 18:30-21:30

Please note: We will be on the cruise this whole time and it is not possible to join or leave the event meanwhile.

29 May – Gala Dinner

As for the final of emma 2026, we welcome you all to the gala dinner at Lappeenrannan Kasino, located by the Lake Saimaa. The evening will begin with a welcome drink followed by a three-course seated dinner with drinks. Prepare yourself for a joyful night of connections, awards, live music, and dancing together!

When you arrive the venue, please use the entrance that is on the lake side of the building and take the stairs to the second floor.

» Address: Ainonkatu 10, [Google Maps](#)

» Time: 19:00-01:00

30 May - Post-conference Social Day

Please note: This program is only for participants who have registered for the social day (additional fee). You may check your status from the confirmation email received after the registration.

The social day program consists of two parts: 1) sightseeing tour in South Karelia, including lunch, and 2) informal gathering and dinner at LUT Beach Sauna.

First, the program will take us to a sightseeing tour in South Karelia, a region shaped by its location along the Finnish–Russian border. The excursion will take us from Lappeenranta to Imatra, where we will have lunch at the historic [Imatran Valtionhotelli](#). During the day, we will revisit moments from the past and reflect on the present situation of a closed border. The excursion will offer local insights and perspectives together with regional delicacies.

Our sightseeing tour will depart at 9:30 on Saturday morning, and we will return to Lappeenranta by 16:30. On the way back, the bus will first stop at the railway station and then in the city center near the hotels. You are welcome to bring your luggage with you on the tour, and you will be able to catch the train to Helsinki, departing from Lappeenranta railway station at 16:55.

In the afternoon, after stopping near the hotels, the same bus will continue directly to the Beach Sauna, but it is also possible to join us there later your own. If you plan to take the bus to the Beach Sauna, we recommend bringing everything you may need with you when leaving your hotel in the morning.

The Beach Sauna program is intended as a chance to relax and enjoy each other's company after the busy conference schedule and sightseeing tour – this is a very typical Finnish form of a get together. 😊 The evening will be very informal and will include the opportunity to enjoy the sauna, swim in Lake Saimaa, and have a casual dinner. There will also be an option to try some traditional Finnish outdoor games, but everything is entirely optional. Drinks and refreshments will be offered, but you may bring your own too if you like to.

There are towels available for everyone at the Beach Sauna, so you do not need to bring your own. However, please bring your swimsuit if you are planning to go to sauna or swimming. There are two separate changing rooms, as well as two saunas for women and men. You are also most welcome to join us at the Beach Sauna without using the sauna or going swimming.

The saunas will be warm starting at 18:00 and the venue is booked for us until midnight, but there is not an official ending time for the program – we may stay as long as it feels good. There will not be joint transportation back to the city center, but the buses leave in front of the university, which is 500 meters away from the Beach Sauna.

- » Bus stop address: Kauppakatu 45, [Google Maps](#)
- » Beach Sauna address: Yliopistonkatu 35, [Google Maps](#)
- » Time: 09:30-16:30 + Beach Sauna

