

## Intervenants

### Patrick Swanson

Verso - AI consulting lab

Patrick Swanson is an Austrian-American digital journalist and technologist with over a decade of experience in news leadership. As co-founder of Verso, a San Francisco-based consulting lab, he helps newsrooms, business leaders, and non-profits navigate the AI age. Verso offers custom workshops, tools, and AI strategies for media organizations.



Previously, Patrick was a 2024 John S. Knight Journalism Fellow at Stanford University, where he studied the impact of AI on media and democracy. At Stanford, he collaborated with computer scientists to prototype AI tools for journalists and developed training and implementation strategies for newsrooms. His work encompassed AI policy, ethics, coding, and business development.

From 2013 to 2023, Patrick founded and led the social media team at Austria's largest newsroom, managing news coverage for 2.4 million followers across TikTok, Instagram, and Facebook. He pioneered strategies against misinformation and hate speech, and began exploring AI tools for newsrooms as early as 2017. His work in digital journalism earned him Austria's prestigious Walther Rode Prize in 2019.

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### Misch Strotz

#### Letz AI

Misch Strotz is a Luxembourgish Engineer and Entrepreneur with a specialization in new media technologies. His keen interest lies in exploring their societal implications. Following his academic journey in 'Digital Media and Games' at Hochschule Trier, he finished his Bachelor studies and embarked on his first entrepreneurial venture by co-founding 'L-Pod' at the age of 23. The company marked one of Luxembourg's pioneering podcast and first social media agencies, with Misch serving as the Chief Technology Officer.

Over the subsequent years, Misch has been at the forefront of developing multiple web applications and social platforms. His entrepreneurial spirit led to the inception of his second company, 'Depixit', in 2016. Originally, Depixit was launched as a web application developed by Misch. It has since evolved to oversee most of his online enterprises, including his local media agency "Neon Internet," the award-winning online marketing toolkit "Neontools," and his latest venture, the generative AI platform, LetzAI.

In his capacities as CEO of Depixit and Neon Internet, Misch played a pivotal role in orchestrating some of Luxembourg's biggest communication campaigns, notably the National Covid-19 Crisis communication in 2020.



@Létz AI

His most recent project, LetzAI, is his commitment to leveraging AI technology, which he believes will revolutionize the markcom industry. LetzAI is an opt-in AI platform to which users can add themselves, their products, and their style to generate images of anything they know. Misch's involvement goes beyond his executive role, as he is also the principal developer behind the LetzAI Tech Stack.

Apart from his professional endeavors with Depixit, Misch is passionate about sharing his insights on technology through social media. He has notably contributed to the discourse on AI and "Synthography" (AI-assisted Media Creation) through a TEDx talk in March 2023, and is actively sharing his work on Twitter.

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### Misch Pautsch

ALJP et Conseil de Presse



Misch Pautsch est président de l'ALJP (Association des Journalistes Professionnels) et vice-président du Conseil de Presse luxembourgeois. En tant que journaliste au Lëtzebuerger Journal, il se concentre sur les questions sociétales. Il a étudié la linguistique cognitive à l'Université de Heidelberg, où il s'est spécialisé dans le langage politique et la désinformation.

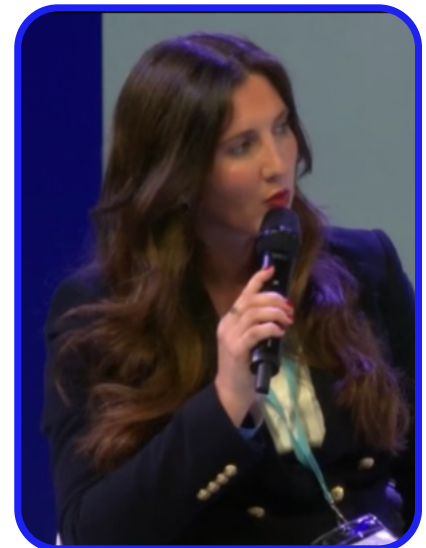
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**Dr. Stéphanie Lukasik**

Université du Luxembourg

Dr. Stéphanie Lukasik, docteure et enseignante-chercheuse en Sciences de l'information et de la communication, coordonne le projet Medialux à l'université du Luxembourg et co-dirige du « Media Pluralism Monitor » du Luxembourg. Elle est également l'auteure de l'ouvrage *L'influence des leaders d'opinion. Un modèle pour l'étude des usages et de la réception des réseaux sociaux numériques* (2021).

Ses recherches portent sur le fonctionnement des réseaux sociaux et sociaux numériques, la circulation de l'influence, les usagers, les créateurs de contenus, les influenceurs, l'écosystème informationnel, les médias d'information, le journalisme ainsi que sur la désinformation. Depuis 2024, elle est élue experte au comité d'experts du Conseil de l'Europe sur la sécurité en ligne et la responsabilisation des créateurs de contenus et des utilisateurs (MSI-eSEC) sous l'autorité du Comité des Ministres et du Comité directeur sur les médias et la société de l'information.



## Intervenants

**Dr. Raphaël Kies**

Université du Luxembourg

Dr. Raphaël Kies, docteur et chercheur en Sciences politiques, est le fondateur et responsable de la plateforme luxembourgeoise pour la démocratie participative (PLDP). Il est responsable du « Media Pluralism Monitor » du Luxembourg et également coordinateur du projet Medialux à l'université du Luxembourg. Il travaille sur des sujets liés aux innovations démocratiques, aux études électorales et aux études médiatiques.

Dr. Raphaël Kies est l'auteur de deux ouvrages en Sciences politiques : Les nouvelles voix de l'Europe. Analyse des consultations citoyennes (2014) et Promises and limits of web-deliberation (2010). Membre du Conseil d'administration de la radio de service public 100.7, il est élu depuis 2024 expert au Conseil de l'Europe sur les implications de l'intelligence artificielle générative pour la liberté d'expression du Conseil de l'Europe (MSI-AI) sous l'autorité du Comité des Ministres et du Comité directeur sur les médias et la société de l'information.



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