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The conference, held on Bucharest on 28-30 May, gathered representatives from Bulgarian National Radio, the Estonian Public Broadcasting Company, Hungarian TV, TVN and the Gazeta Wyborcza newspaper from Poland, Romanian National Public Television, and Slovak Radio, in addition to NGOs representing Roma, LGBT issues, and disabled people among others. In total, media and non-governmental organisations from 10 new EU countries (Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, and Slovenia) were represented at the conference, together with representatives from the UK, France, the European Commission, the EU Fundamental Rights Agency, and the Council of Europe's Anti-Discrimination Campaign.

The aim of the conference was to bring together decision makers from media and non-governmental organisations in new EU countries, to discuss media coverage of diversity, best practice, and develop partnerships and action plans for future work in this area. An online facility was launched at the conference to support continued networking and discussion following the event.

The conference was a follow up to the European Commission Study on Media & Diversity, which identified initiatives by, or about, the media that countered discrimination and addressed diversity in a responsible way, throughout 30 European countries. The study produced recommendations for policy makers, the media industry and civil society organizations on the EU and national level, which formed the basis for discussions at the conference.

The conference was organized by the Media Diversity Institute in the UK, and the Centre for Independent Journalism in Romania, and was funded by the European Commission, the EU Fundamental Rights Agency, the Council of Europe's Anti-Discrimination Campaign and the Romanian Government.