

Life After TV :

Content producers

Schedule

GOALS:

- Learn about what new formats are being used in the media
- Use new tools such as:
 - mobile phone for content production
 - graphic design software
 - online mapping tools
 - animation tools...
- Adapt your content to the outlet you're publishing to
- Participate in a news production operation in training with the delegates from the editors group
- Debrief and feedback on what was learned

Requirements

Please read carefully the following requirements. Not fulfilling them will affect your ability to take part in all exercises during the training.

- bring a recent smartphone (iPhone 6 or later, Samsung S7 or later, LG v20 or later...)
with at least 5GB of free storage
- bring a laptop computer with a video editing software installed

Nov, 13th

9h00	WELCOME	DESCRIPTION OF THE SCHEDULE AND GOALS	15MIN
9h15	INTRODUCTIONS	INTRODUCTION OF TRAINERS AND DELEGATES	15MIN
9h30	PRESENTATION	NEW FORMATS EXAMPLES AND CASE STUDIES	1H 30MIN
11h00		COFFEE BREAK	15MIN
11h15	PRESENTATION	HOW TO THINK OUTSIDE OF THE BOX?	30MIN
11h45	DEMO	FACEBOOK LIVE: CREATE A QUALITY BROADCAST	45MIN
12h30		LUNCH BREAK	1H 30MIN
14h00	DEMO	SHOOT GOOD VIDEO ON A MOBILE DEVICE AND SEND BACK TO THE NEWSROOM	45MIN
14h45	EXERCISE	SHOOT AN INTERVIEW AND 6 SHOTS	45MIN
15h30	DEMO	SEND YOUR CONTENT BACK TO THE NEWSROOM	15MIN
15h45	DEMO	SNAPCHAT AND INSTAGRAM STORIES	15MIN
16h00	EXERCISE	CREATE AN ENGAGING SNAPCHAT OR INSTAGRAM STORY	30MIN
16h30		COFFEE BREAK	15MIN
16h45	DEMO	REPURPOSING CONTENT WITH EXISTING TOOLS	1H 30MIN
18h15		END OF DAY ONE	
20h00		WELCOME DINNER	

Nov, 14th

9h00	DEMO	EXPLANATORY VIDEOS <i>HOW TO DESIGN ONE WHAT FORMAT/TONE TO USE</i>	1H 30MIN
10h30	PRESENTATION	ADAPT YOUR CONTENT TO THE OUTLET YOU'RE PUBLISHING TO	30MIN
11h00		COFFEE BREAK	15MIN
11h15	PRESENTATION	ANALYTICS : KNOW YOUR AUDIENCE BEFORE YOU PLAN ANYTHING	1H 15MIN
12h30		LUNCH BREAK	1H 30MIN
14h00	RECAP	RECAP SESSION <i>TAKE THE OPPORTUNITY TO GO DEEPER INTO A SPECIFIC TOPIC. ALL TRAINERS WILL BE AVAILABLE IN TURNS TO ANSWER YOUR QUESTIONS AND HELP YOU LEARN MORE ABOUT A SPECIFIC FORMAT OR APPROACH.</i>	2H15MIN
16h15		COFFEE BREAK	15MIN
16h30		ANALYTICS: LISTEN TO WHAT YOUR AUDIENCE IS TELLING YOU	15MIN
16h45	BRIEFING	PREPARATION OF THE FOLLOWING DAY'S EXERCISE <i>SPLIT THE TEAM IN TWO BRIEFING OF THE EVENT TO COVER (BALÁZS)</i>	30MIN
17h15	EXERCISE	DEVELOP A STRATEGY (EACH NEWLY CREATED TEAM IN A SEPARATE ROOM) <i>HOW TO IMPLEMENT THE PRODUCTION OF NEW FORMATS</i>	45MIN
18h00		END OF DAY TWO	

Nov, 15th

9-18h **Cover an actual event using new outlets** (social media, website) while managing the delegates of the content producers group. All delegates will work in two separate virtual newsrooms and cover the same event as competitors.