

Life After TV :

Newsroom Managers

Schedule

GOALS:

- Learn about what new formats are being used in the media
- Learn how to cover the news using a multi-format, multi-outlet approach
- Learn how to get the skilled people you need to achieve this
- Learn how to organise your newsroom to enable it to produce new formats
- Lead a news production operation in training with the delegates from the journalists group
- Debrief and feedback on what was learned

Requirements

- To be actively in charge of a TV newsroom

Wednesday, November 27th

9h00	WELCOME	DESCRIPTION OF THE SCHEDULE AND GOALS	15MIN
9h15	INTRODUCTIONS	INTRODUCTION OF TRAINERS AND DELEGATES	15MIN
9h30	PRESENTATION	THE NEW DISTRIBUTION MODEL, AND NEW FORMATS EXAMPLES <i>WHY DO WE NEED TO CARE?</i>	1H 30MIN
11h00		COFFEE BREAK	15MIN
11h15	EXERCISE	DESIGN THE NEWSROOM OF THE FUTURE	1H 15MIN
12h30		LUNCH BREAK	1H 30MIN
14h00	PRESENTATION	LEAN MANAGEMENT AT THE BBC <i>THE ORGANISATION BEHIND THE CREATION OF A GOOD STORY</i> <i>HOW TO ADAPT YOUR ORGANISATION TO NEW FORMATS</i>	1H 30 MIN
15h30	DEMO	DEMO: HOW TO REPURPOSE EXISTING TV CONTENT FOR ONLINE PLATFORMS	30MIN
16h00		COFFEE BREAK - GROUPS MERGE AFTER THE BREAK	15MIN
16h15		ANALYTICS: LISTEN TO WHAT YOUR AUDIENCE IS TELLING YOU	15MIN
16h30	BRIEFING	PREPARATION OF THE FOLLOWING DAY'S EXERCISE <i>SPLIT THE TEAM IN TWO</i> <i>BRIEFING OF THE EVENT TO COVER</i>	30MIN
17h00	EXERCISE	DEVELOP A STRATEGY <i>HOW TO IMPLEMENT THE PRODUCTION OF NEW FORMATS</i>	45MIN
17h45		END OF DAY ONE	
20h00		WELCOME DINNER	

Thursday, November 28th

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. Viewing and debriefing.