

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 newsroom

Nov, 14th

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 OUT OF THE BOX?	45MIN
12h00	PRESENTATION	CASE STUDY: FUNK AND STORTVILDET	30MIN
12h30		LUNCH BREAK	1H 30MIN
14h00	DEMO	HOW TO REPURPOSE CONTENT INTO NEW FORMATS	45MIN
14h45	EXERCISE	LEAN MANAGEMENT <i>THE ORGANISATION BEHIND THE CREATION OF A GOOD STORY</i> <i>HOW TO ADAPT YOUR ORGANISATION TO NEW FORMATS</i>	1H 30MIN
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</i> <i>BRIEFING OF THE EVENT TO COVER</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 ONE	

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.