

Life After TV :

Content producers

Schedule

GOALS:

- Learn about what new formats are being used in the media
- Understand social media distribution strategies and how they (wildly) differ from TV's
- Learn to use tools such as smartphones to shoot and edit social video
- Adapt your content to the outlet you're publishing to
- Prototype and create new formats
- 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 6s or later, Samsung S7 or later, LG v20 or later...)
with at least 5GB of free storage
- bring a laptop computer or tablet with video editing software installed

Tuesday, November 26th

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	PRESENTATION	ADAPT YOUR CONTENT TO THE OUTLET YOU'RE PUBLISHING TO	45MIN
12h00		LUNCH BREAK	1H 30MIN
13h30	DEMO	SHOOT GOOD VIDEO ON A MOBILE DEVICE AND SEND BACK TO THE NEWSROOM	45MIN
14h15	EXERCISE	SHOOT AN INTERVIEW AND 6 SHOTS	45MIN
15h00	DEMO	SEND YOUR CONTENT BACK TO THE NEWSROOM	15MIN
15h15		COFFEE BREAK	15MIN
15h30	DEMO	INSTAGRAM STORIES	15MIN
15h45	EXERCISE	CREATE AN ENGAGING INSTAGRAM STORY	30MIN
16h15	WORKSHOP	REPURPOSING CONTENT WITH EXISTING TOOLS	1H 30MIN
17h45		END OF DAY ONE	

Wednesday, November 27th

9h00	DEMO	EXPLANATORY VIDEOS <i>HOW TO DESIGN ONE WHAT FORMAT/TONE TO USE</i>	1H 30MIN
10h30		COFFEE BREAK	15MIN
11h15	PRESENTATION	WHO'S YOUR AUDIENCE, REALLY?	30MIN
11h45	GROUP WORK	DEFINE TARGET GROUPS AND DISTRIBUTOR AUDIENCES	45MIN
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>	2H
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 BRIEFING OF THE EVENT TO COVER</i>	30MIN
17h00	EXERCISE	DEVELOP A STRATEGY (EACH NEWLY CREATED TEAM IN A SEPARATE ROOM) <i>HOW TO IMPLEMENT THE PRODUCTION OF NEW FORMATS</i>	45MIN
17h45		END OF DAY TWO	
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.