

New formats : conveying the message

GOALS:

- To engage the younger electorate in the issues of the forthcoming European Elections
- Learn about what new formats are being used in the media
- Learn how to cover the news using a multi-format, multi-outlet approach in preparation of the European elections
- Lead a social content and video production operation in training with the delegates from the journalists group
- Debrief and feedback on what was learned

METHOD:

You'll learn about the specifics of media production for social media, with a massive focus on video production to target younger audiences. You'll also be acquiring the specifics of media production for Social Media.

Expert trainers Thilo Kasper (Creative Director at Funk, DE) and Guillaume Kuster (Media Trainer, Consultant & Journalist, Tarkka Media, FI) will guide you through the hairy world of online video, advise and equip you with the best methods to identify and target you audience. You'll then move on to learn how to produce engaging formats, tailored for the people you want to reach.

The European Parliament will also refresh your knowledge about European Elections, their purpose and importance.

The delegates will be split into two groups and work on new formats ideas and a digital strategy.

Nov 19th

14h00	WELCOME	DESCRIPTION OF THE SCHEDULE AND GOALS	15MIN
14h15	INTRODUCTIONS	INTRODUCTION OF TRAINERS AND DELEGATES	15MIN
14h30	PRESENTATION	COVERING EUROPEAN MATTERS NEW FORMATS EXAMPLES AND CASE STUDIES INCLUDING SOCIAL MEDIA PRODUCTIONS BY THE EUROPEAN PARLIAMENT	1H 30MIN
16h00		COFFEE BREAK	15MIN
16h15	PRESENTATION	EUROPEAN ELECTION, WHAT THEY ARE FOR, WHY THEY ARE IMPORTANT	45MIN
17h00	PRESENTATION	CASE STUDY: FUNK AND STORTVILDET	30MIN
17h30		END OF DAY ONE	1H 30MIN

Nov 20th

9h00	DEMO	HOW TO REPURPOSE CONTENT INTO NEW FORMATS	45MIN
9h45	EXERCISE	HOW TO PRODUCE SUCCESSFUL VIDEOS FOR FACEBOOK <i>THE ORGANISATION BEHIND THE CREATION OF A GOOD STORY/FORMAT</i>	1H 30MIN
11h15		COFFEE BREAK	15MIN
11h30		ANALYTICS: LISTEN TO WHAT YOUR AUDIENCE IS TELLING YOU	15MIN
11h45	BRIEFING	PREPARATION OF THE AFTERNOON EXERCISE <i>SPLIT THE TEAM IN TWO BRIEFING OF THE EVENT TO COVER</i>	30MIN

12h15	EXERCISE	DEVELOP A STRATEGY (EACH NEWLY CREATED TEAM IN A SEPARATE ROOM) <i>HOW TO IMPLEMENT THE PRODUCTION OF NEW FORMATS</i>	45MIN
13h00	LUNCH BREAK		1H
14h00	PRESENTATION	WHERE TO GET TO KNOW THE EU? DATA PORTALS, RESSOURCES AND "LEISTUNGSBILANZ"	45MIN
14h45	GROUP WORK	KNOW WHAT THE UNION IS DOING FOR YOUR COUNTRY, REGIONAL AND LOCAL COMMUNITY - BRIEF ON ANALYTICAL TOOLS ABOUT THE ACTION OF THE EU AT THE LOCAL SCALE	45MIN
15h30	COFFEE BREAK		15MIN
15h45	WORK ON PROJECTS	GROUP WORK ON PROJECTS - DRAFT FORMATS TO ADDRESS A TARGET AUDIENCE - PRODUCE PROOF OF CONCEPT TO BE CONTINUED ON THE NEXT MORNING	1H30MIN
17h15	END OF DAY TWO		

Nov 21st

9h00	WORK ON PROJECT	CONTINUATION AND END OF MAIN EXERCISE	2H
11h00	PRESENTATION	EACH GROUP PRESENTS THEIR PROJECT AND PLANS	1H
12h00	WRAP-UP	WRAP-UP AND LAST ADVICE	1H
13h00	END OF WORKSHOP		