

E MASTER CLASS HOW TO CREATE IMPACTFUL NEWS FORMATS TO ENGAGE GEN Z AUDIENCES

COURSE DATES

4-6 September 2023
Live Virtual

ALTERNATIVE DATES

20-22 November 2023



NEWS & JOURNALISM

Create news formats that engage with young people across multiple platforms & apply PSM values. Use the 5 Step Story Format Model to develop a storytelling treatment.

WHO IT'S FOR

- News editors
- Content producers
- News strategists

SKILLS LEARNT

- **Audience insights:** How to gain qualitative insights into Gen Z
- **Business:** Digital news-gathering
- **Editorial:** The ability to challenge existing editorial models
- **Innovation:** Learn techniques to foster greater creativity
- **Social media:** How to build multi-disciplinary content creation teams
- **Storytelling:** How to use proven principles to create multi-platform formats

SCHEDULE

Day 1: From 10:00 to 12:30 CET

Day 2: From 10:00 to 12:30 CET

Day 3: From 10:00 to 12:30 CET

FEES

€ 450

PROGRAMME OUTLINE

Module 1: The five step story format model

- Getting to know Gen Z
- Understanding why current formats may not work with this audience
- What the audience research says

Module 2: Creativity

- Examples of success stories that follow this approach
- Creativity techniques to allow for innovation in your formats

Module 3: The module in action

- Participants present the final pitch of their format

FACULTY MEMBER

Justin Kings

International Media Consultant, Trainer and Broadcaster

Mark Egan

Video Journalist, United Kingdom

CERTIFICATION

After completing the 3 modules, you will be awarded an EBU Academy Certificate

CONTACT

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