

E MASTER CLASS MAKING CREATIVE USE OF ARCHIVE CONTENT

COURSE DATES

11-13 September 2023
Live virtual

ALTERNATIVE DATES

11-13 December 2023



AUTHORING & PROGRAMMING

Make better use of archives by planning, storytelling, creating efficient workflow and an effective strategy.

WHO IT'S FOR

- Social media managers
- Archivists
- Journalists
- Sports reporters
- Producers

SKILLS LEARNT

- **Audience Insights:** Understand how archive can enhance storytelling on different platforms
- **Editorial:** Why archive can add context and understanding to difficult issues
- **Social Media:** How archive can build social media engagement when events are cancelled
- **Storytelling:** How archive can be used in modified or unmodified ways to create a narrative
- **Strategy:** How to integrate archive more closely into your content strategy.

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

TOPICS COVERED

Module 1: The 4 pillars framework

- What you need to maximise your archives
- The 'four pillars' of archive content
- Using archives to tell 'slow news' stories

Module 2: Storytelling, interviews and documentary

- Conductive interviews for archive programming
- Using archive for long-form
- Bringing photos and archive media to life

Module 3: Social media and AI

- Understanding what content works on social media
- AI and other tools that are changing workflows

FACULTY MEMBERS

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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