

INTERNATIONAL CONFERENCE ON BROADCAST TRAINING

Defining Training for New Media and Social Media
24-25 February 2014, Kuala Lumpur, Malaysia

Tentative Schedule

New media and social media are spreading rapidly, jazzing up the TV screen and media's online presence. They offer broadcast organizations meaningful ways to source and produce content, build and engage audiences, enhance brand trust and generate income. In particular, the proliferation of mobile devices and connectivity are helping expand the growth of social media.

To deal with this changing media landscape, learning the dynamics and benefits of new media and social media to enhance the skills, knowledge and competence of broadcasters has become an urgent imperative for broadcasters. So is the setting up of an enabling organizational structure that calls for a new mindset and commitment across every sphere of the broadcast operation, and for a new learning setting that can increase employee's competence, performance and productivity.

Day 1 - Monday 24 February 2014

1000 – 1030 **Inaugural Session and Keynote Address**

1030 – 1100 **Coffee Break**

1100 – 1230 **Session 1: Innovations and Trends in New Media and Social Media for High Impact Training**

To effectively digest the competitive and marketplace implications of new media and social media, broadcast companies need to keep abreast of emerging trends and innovations of Facebook, LinkedIn, Twitter, Pinterest, Google+, YouTube, blogging, and podcasting, among others. The task is critical for high impact training. This can empower broadcasters to act more quickly and capture the advantages of early adoption. What are some of the emerging trends and innovations to help broadcasters leverage new media and social media for training? How can broadcasters fast-track the learning curve?

1230 – 1400 **Lunch**

1400 – 1530 **Session 2: Engagement and Collaboration: Taking Training to a Whole New Height (World Café Platform)**

TV has become more pervasive in the lives of audiences who are seeking better ways to make their experiences with the medium getting better every day. Broadcast organizations are tapping new media and social media tools to make this happen. Some broadcast organisations and media training institutions across the globe are ahead. They have clear social media policies and have integrated them into their workflow, in particular in their training strategy. To tap on their expertise and experience, this World Café platform will identify specific measures on how established and emerging training institutions can collaborate to develop regional cooperation in terms of, among others, course materials, customized workshops, attachments and facilities.

1530 – 1600 **Coffee Break**

1600 – 1700 **Continued - Session 2**

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Day 2 - Tuesday 25 February 2014

0900 – 1030 **Session 3: Training Tools for New Media and Social Media: Aiming for Depth and Efficiency**

Broadcasters are increasingly investing time and resources into a diversity of media platforms like smart phones, iPads, and social media to explore the efficacy in their training and learning. For high impact training, they need to continuously find out what is and isn't working to achieve depth and efficiency. What are some experiences and challenges of Asia-Pacific broadcasters in tapping specific new media and social media tools? Which best practices in content training and group dynamics can be pursued? What new skills and competence, for instance, in building and engaging audiences, personal branding and brand trust, are critical to create a high-performance workplace?

1030 – 1100 **Coffee Break**

1100 – 1230 **Session 4: Effective Curriculum Models for Social Media-Based Training**

Curriculum models for Internet and social media-based education and training call for appropriate learning environment, content materials and educational instruction based on learning objectives and learner needs. These must include design principles and implementation strategies that require flexibility, diversity, participation and dialogue, fieldwork, and project demonstration. Can broadcasters in Asia-Pacific adopt a one-size-fit-all curriculum model to facilitate training and learning? This session will draft a working curriculum model, including the possibility for distance learning for the region's training organizations, mindful of, among others, contextual realities of intended beneficiaries and frameworks to evaluate curriculum effectiveness, in particular student learning.

1230 – 1400 **Lunch**

1400 – 1500 **Summary of Session 2**

This session will review the collaborative outcomes and progress from Session 2 on Day 1. It will highlight these positive results as reference points for future ICBT events.

1500 – 1700 **Networking session**

The session is exclusively devoted to provide opportunities for those participating for making direct contacts and interacting with those who have similar interests and issues in broadcast training to help build relations that will reap current or future benefits either individually or for collaborations for their broadcasting or training organisations.

1500 – 1700 **Curriculum Model Development**

Based on the ideas and feedback from Session 4, the panel of selected experts will sit down for an extended session focused on fleshing out and realizing the working curriculum model and its application within the Asia-Pacific regional context.

1530 – 1600 **Coffee Break**