

## **INTERNATIONAL CONFERENCE ON BROADCAST TRAINING**

Creative Content - Maximising Business Value and Audience Experience  
5-6 February 2015, Kuala Lumpur, Malaysia

### **Creative Content - Maximising Business Value and Audience Experience**

This Conference will benefit trainers, practitioners and managers who need to lead their staff into the new world of interactive, social, multi-platform media.

Creating great content is a combination of talent, inspiration and process. Using creative content across the many platforms now available to the audience is essential for success in today's broadcast environment. This conference will expose participants to the latest trends in creative content across traditional and new platforms and generate discussion and debate, so that you will leave the conference empowered with the latest knowledge in this important area of broadcasting.

### **Tentative Schedule**

#### **Day 1 - Thursday 5 February 2015**

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

1030 – 1100 **Coffee Break**

1100 – 1230 **Session 1: The Future of Broadcasting Depends on Today's Creative Content**

The session will look at the current state of creative content in the broadcast industry and outline the multidimensional aspects of creative content today. It will also identify the key players in creative content production, including new actors who are engaged in online content aggregation, distribution and branding. What are the roles of multi platform, crowd sourced, crowd funded audience interactive and collaborative forms of content? What are the essential economic, competitive, technological and social forces that are driving the evolution of creative content?

1230 – 1400 **Lunch**

1400 – 1530 **Session 2: Shifting Audience Preferences and Behaviours**

Changing audience profiles and behaviour have had a significant impact in terms of content creation and distribution. It requires broadcasters to examine the demands of audiences to determine what content they want to consume and on what platforms they want to consume it. The reality of multi-platform simultaneous consumption (multi-tasking) means audiences are consuming and participating simultaneously. How do content creators meet these new audience demands? How can they use trends in social media to their advantage in crafting content?

1530 – 1600 **Coffee Break**



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### **1600 – 1730      Session 3: Creative Content for a Global Audience**

This hands-on, interactive session will involve all participants in a creative content storytelling exercise. It is critical to have good storytelling dedicated to harnessing creativity, integrity, and imagination for serving local and global audiences. It will discuss critical components of a good story that attracts changing and demanding broadcast viewers provide best practices for effective storytelling across all platforms. It will seek to answer the question: Is there such a thing as a universally interesting and universally compelling story?

### **Day 2 - Friday 6 February 2015**

### **0900 – 1030      Session 4: Technological Innovations and Trends Impacting Creative Content Production**

This session will explore the range, and nature of technological changes, including ICT innovations influencing creative content production. It will describe some best practices of using information processing capabilities, repackaging of user-generated content and provision of easy-to-use platforms to enable audiences to exercise their creativity and innovativeness. In particular, it will look at case studies that highlight the impact of innovative trends in the ICT sector on creative content.

### **1030 – 1100      Coffee Break**

### **1100 – 1230      Session 5: Creative Content for Capacity Building and Training**

This session will connect broadcast training with the demand for creative content. In particular, it will look at new ways of thinking and working in a media converged world. What are the offline and online content and approaches needed to enliven training of broadcasters, particularly in a digital world. How can we build a multi skilled broadcast professional, one who values interactivity with audiences, and takes risks to develop new ways to expand audience reach?

### **1230 – 1245      Closing Ceremony**

### **1245 – 1400      Lunch**