



**AIBD/EUROVISION ACADEMY/CCTV  
Master Class: Transmedia Programming**

**26-28 May 2013, Manado, Indonesia**  
Swiss-BelHotel Maleosan

**Schedule**

**Day 1 – Sunday, 26 May 2013**

0900 – 1030	Session 1 – Building a Storyworld
1030 – 1100	Break
1100 – 1230	Session 2 – Case Studies & Break-out session I
1230 – 1400	Lunch
1400 – 1515	Session 3 – Audience Participation & Behaviour
1515 – 1545	Break
1545 – 1700	Session 4 – Experience Design & Break-out session II

**Day 2 – Monday, 27 May 2013**

0900 – 1030	Session 1 – Media Partners & Platforms
1030 – 1100	Break
1100 – 1230	Session 2 – Financing & Break-out session III
1230 – 1400	Lunch
1400 – 1515	Session 3 – Rollout Strategies & Break-out session IV
1515 – 1545	Break
1545 – 1700	Session 4 – Case Studies and Discussion

**Day 3 – Tuesday, 28 May 2013**

0900 – 1030	Session 1 – Pitch Preparation
1030 – 1100	Break
1100 – 1230	Session 2 – The Transmedia Pitches & end of MC
1230 – 1400	Lunch