



## PRE-SUMMIT EVENTS



**EUROVISION ACADEMY**

OPERATED BY EBU



**24-25 May**

### **AIBD/EUROVISION ACADEMY/CCTV Master Class: Shooting Video Content with a Smart Phone or Tablet**

This workshop aims to allow participants to learn how to shoot and edit material for programmes, news bulletins and social media, with an emphasis on compelling storytelling. Participants will fully understand the capabilities of their Android or Apple mobile device for creating video content and review storytelling and editing techniques for footage shot with a mobile device.



**25 May**

### **AIBD/RNTC Workshop on Cross Media Formats and Format Innovation**

The workshop explores the concept of ten fundamental formats in broadcasting and how they operate across all media and platforms. This unique theoretical approach identifies how each format develops story in a different way and explores how to combine formats in almost limitless ways to boost innovation. It also enables broadcast organisations to use combinations of formats that allow stories to cross between media, programmes and platforms. Content producers can consciously craft formats to match each step of their stories, enabling the creation of programming with consistent impact. Broadcast organisations can use this approach to produce new lucrative international formats and saleable properties, rather than being the purchasers and copiers of formats produced by others.



**25 May  
AIBD/Radiodays Europe/RCS Workshop on Radio and Social Media**

This pre-summit workshop aims to provide broadcasters and other media professionals a clear understanding about the relationship between Social media and Radio. Social media is real revolution in communications and is changing how people engage in a dialogue. It can empower radio to reach out to audiences in new ways. Radio's challenges are enormous, from satellite radio networks to online music streaming and other digital media. Radio needs to innovate and use social media to showcase new ways of doing things. Radio needs to be more than just radio, it need to transform into "social radio".



**25 May  
AIBD/ITU/ABU Workshop on Enhancing Digital Terrestrial Television Broadcasting Transition Experience**

This pre-summit workshop aims to provide broadcasters and other media professionals a clear understanding to Planning and implementation of digital broadcasting services. This one day workshop provides expert knowledge and information on the road to digitalization focusing on the main issues like Digital broadcast implementation, Regulatory framework & Digital dividend, Digital broadcast standards and Market & Business Development as well as sharing some of the case studies and experiences of digital migration roadmaps and efforts from countries within the Asia-Pacific region.



**25 May  
AIBD/IPPTAR Workshop on Social Media Curriculum for Broadcast Managers**

To assist broadcast industry leaders meet the challenges of the ever-changing web and digital media environment, this workshop focuses on organisational development to enhance social media capacity. Participating managers will discover how to implement organisational change by using the "Universal Curriculum for Broadcast Training for Social Media and Emerging Media" developed by the AIBD. The seminar will focus particularly on Module 10 covering Organisational Transformation and business models.