



8-9 May 2018

AIBD Master Class on Storytelling - Principles, Methods and Aims

As society's guardians of stories, media professionals are tasked to create and curate stories that reflect the world around them. This workshop aims to hone the skills of already working professionals in the media industry to help enhance the storytelling ability of these individuals, so they can focus on the needs of the consumers. It will also show how the broadcasters can use different angles and perspectives, and how to apply various methods to create better narrative.

NOTE: Participation in this workshop is by invitation only.

8-9 May 2018

AIBD Regional Workshop on Augmented Reality and Virtual Reality

This workshop aims to enlighten broadcasters on the increased capabilities of AR and VR technological applications in content creation and the immense economic benefits that can be derived. What are the technical best practices that can be adopted in AR/VAR content development with digital integration of products into popular TV programmes to give viewers a richer experience. This 2-day workshop will provide a platform for content creators to learn about methodology of using AR and VR in storytelling, how to create high impact content to interact with their viewers and re-package content using these media to inform and entertain.

9 May 2018

AIBD Regional Workshop on Media Law and Ethics

Understanding legal and ethical risks in the media world and dealing with the key challenges faced by media professionals in the age of social media has become paramount. Exploring the rights and restrictions placed on media in a contemporary world can only be done by understanding issues such as hate speech, invasion of privacy, copyright laws and code of conduct and ethics of journalism. This workshop will enhance the participant's abilities of exploring, content creation and separation of news from opinion while avoiding pitfalls in an age of social media, citizen journalism and 'Sting Operations'.

9 May 2018

AIBD Regional Workshop on “A World of Listening - Telling our Stories”

The pre-summit workshop organised by AIBD/Radiodays Europe/RCS aims to help broadcasters and other media professionals to better understand current challenges and competition for radio and audio. The workshop will highlight ways of creating engaging content for audio and how to tell compelling stories, relevant for its audiences. The workshop will also give an overview of the latest trends in successful radio formats and businesses in Asia-Pacific and in Europe.

9 May 2018

AIBD Regional Workshop on Mobile Journalism

Around the world, mobile phones are changing the way journalists work. This pre-summit course aims to focus the development of the concept of the mobile journalism, known by the abbreviation “mojo”. Mobile journalists are reporters who use a mobile or cell phone to shoot stills or video with the mobile’s camera, capture and edit audio and video, and compose stories with fold-away keyboards. The power of the mobile phone for reporting is the combination of always-on connectedness with the convenience of a news gathering tool in reporter’s pocket. Mojo changes journalism because of the ability to break news from the field, cheaply and simply. It means newsrooms need to accommodate new information flows, and introduce new structures. This immediacy accelerates how journalism happens, and introduces new challenges for editorial executives. This 1-day course will highlight the spread of the mobile phone as a news gathering tool, and offers examples from around the world, as well as to shoot, edit and distribute it efficiently and effectively.

9 May 2018

AIBD Regional Workshop on Digital Terrestrial Television Broadcasting (DTTB)

The pre-summit workshop aims to provide broadcasters and other media professionals a clear understanding to Planning and implementation of digital terrestrial television 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, successful case studies and experiences of digital migration roadmaps and strategies adopted Digital broadcast standards and Market & Business Development as well as sharing a thereof.