

MASTER CLASS DESIGNING CROSS-PLATFORM CONTENT TO ENGAGE AUDIENCES

EBU, GENEVA

20 & 21 NOVEMBER 2017

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FACULTY MEMBER

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PROGRAMME

DAY 1 – MONDAY 20 NOVEMBER

- 13:00 – 13:20 **Welcome, tour de table and objectives**
- 13:20 – 14:15 **MODULE 1: RELATIONAL AND USER-CENTRED PROJECT DESIGN**
- Opening up the box, creating the mindset
 - Some theory, abstract thinking
- 14:15 – 15:15 **MODULE 2: 7 STEPS OF CO-CREATION**
- Based on a specific project, the 7 generic steps are presented in details, including a video
- 15:15 – 15:30 *Coffee break*
- 15:30 – 16:45 **PROJECT CLINIC (PART 1)**
- Based on participants' feedback prior to the course
- Existing project or past project
 - Short brainstorming session to apply steps to personal projects
- 16:45 – 17:30 **CASE STUDIES: CROSS-MEDIA SOCIAL STORYTELLING**
- Several examples are presented; examples have been chosen based on participants' background
- 17:30 – 17:45 **Recap of day 1 and set up for day 2**
- 17:45 *End of day 1*

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DAY 2 – TUESDAY 21 NOVEMBER

- 09:00 – 09:15 **Review of day 1 and objectives for day 2**
- 09:15 – 10:00 **MODULE 3: CREATING RELEVANT REAL-LIFE EVENTS**
- Method for how to engage, including examples
 - How to combine classic broadcast with real life, how to make to provide value
 - The crucial importance of partnerships
- 10:00 – 10:45 **MODULE 4: DEFINING THE RIGHT LEVEL OF PARTICIPATION**
- Show the scale of user participation: what can you ask from users, various levels of participation
 - Ask the right people the right questions, get help from partners
- 10:45 – 11:00 *Coffee break*
- 11:00 – 12:00 **EXERCISES: PROJECT DESIGN BEYOND BROADCAST
(PROJECT CLINIC PART 2)**
Go further into the project clinic
- 12:00 – 12:45 **MODULE 5: BEST PRACTICES FOR USER-DRIVEN INNOVATION**
- Going back to what we started with
 - Do's & don'ts
 - 10 things to remember
- 12:45 – 13:00 **Summary, action points and assessment**
- 13:00 *End of the Master Class*