

TIKTOK & NEWS ONLINE MASTER CLASS 21 – 23 SEPTEMBER 2021

FACULTY MEMBER

Justin Kings, International media consultant, trainer and broadcaster

GUEST SPEAKER

Jelle Mels, Presenter, Karrewit, VRT News

DATE, TIME & FORMAT	CONTENT
Tuesday 21st September 10:00 – 12:30 CEST Live session on Zoom	DAY 1: Seizing the opportunities and meeting the challenges <ul style="list-style-type: none">- Welcome & overview of 3 days- Break-out: Your key questions regarding TikTok & News & feedback- Part 1: What are the opportunities for news and information on TikTok? Includes contributions from Max Foster, Anchor/London correspondent, CNN- Break- Part 2: What are the challenges?- Part 3: in break-out - Opportunities & challenges for you and feedback
Wednesday 22nd September 10:00 – 12:30 CEST Live session on Zoom	DAY 2 – Building a TikTok strategy <ul style="list-style-type: none">- In break-out: Your key learning points from Day 1 and feedback- Part 1: What are the key planks of a TikTok strategy?- Part 2 – Case studies – Tagesschau, ARD and NOS Stories including contributions from Patrick Weinhold, Head of Social Media, Tagesschau and Jeroen Gortworst, Journalist/Presenter, NOS Stories- Part 3: in break-out: concept for a TikTok to be made today and feedback

<p>Thursday 23rd September 10:00 – 12:30 CEST</p> <p>Live session on Zoom</p>	<p>DAY 3 – Creating engaging TikTok content</p> <ul style="list-style-type: none">- In break-out: key learning points from Day 2 and feedback- Part 1: What is the TikTok algorithm?- Part 2 : Creating engaging TikTok content- Guest speaker: Jelle Mels, Presenter, Karrewit, VRT News- Break- Part 3: Participants' TikToks including introduction by Eurovision News External Relations Manager and Head of Digital, Luis Jimenez.- Action points & summary- Assessment
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