

PROGRAM

Social Media for regional news

CIRCOM Workshop 22 and 23rd March 2017

NatLab, Kastanjelaan 50, Eindhoven, the Netherlands

New social media strategies for news, using Twitter, Facebook to engage your audience and the new opportunities to tell news stories on the digital platforms that will be the topics of the workshop Social Media for Regional News. The program will consist of a mixture of presentations from international speakers on Wednesday and a workshop on the second day. Participants can choose to follow both days or one of the days. The program is recommended for social media editors, social media specialists and journalists.

On **Wednesday 22nd March at 11.30 hours** the program starts with the workshop about trends and challenges for News.

From 14.00 – 15.30 hours [Jennifer Brandel](#) (Founder Hearken model, USA) leads the workshop Questions Are The New Comments. She will show how newsrooms around the world are leveraging the universal trait of curiosity, and engaging their audiences from pitch through publication. She will share how re-imagining the role of your audience leads to original, high performing content, along with valuable data and insights. The importance of social media strategies for news, using Twitter, Facebook to engage your audience and the new opportunities to tell news stories on the digital platforms that will be the topics of the workshop Social Media for Regional News. The program will consist of a mixture of presentations from international speakers on Wednesday and a workshop on the second day. Participants can choose to follow both days or one of the days.

From 15.30 - 17.00 hours Jennifer Brandel will explain the Hearken model that flips the traditional news production on its head. Instead of involving audiences after reporting is complete, audiences initiate reporting and are involved throughout the process. This



approach enables newsrooms to know before they report that the audience will find their work relevant. Omroep West, one of the regional stations in the Netherlands may share their experience.

On Thursday the 23rd of March from 10.00 – 17.00 hours: Albertine Piels (Founder [Hackastory](#)) offers a one-day workshop: Digital Storytelling.

The participants will leave the workshop with a full understanding of digital storytelling. They explore the new opportunities created by digital technology and how to use them to tell online stories. They don't just leave with a stack of notes. We believe in learning by doing. Through this experience skills for web based storytelling will grow, confidence will increase and a new practice to be future proof in media and journalism will be created. Let's make one thing clear: the story will always be the most important part, not its technical bells and whistles.

10.00 – 13.00 hours:

- * The fundamentals of good digital storytelling.
- * Why and how journalism in the digital age is different
- * Inspiration and case studies

14.00 – 17.00 hours

- * Making the story: BYO story, transform an existing article.
- * Showcase your project
- * Feedback and Q&A.

Lunch and diner

The lunch break is at both days from 13.00 until 14.00 hours. There will be a lunch buffet. On Wednesday dinner will be served at 20.00 hours. We have a small dinner as well on Tuesday for those who arrive on the 21st. It's at 19.30 hours. Please let us know if you want to join our dinner on Tuesday as well.



Accommodation

For the conference we use two hotels. [The Blue Collar Hotel](#) (€ 70 per night) and the [Intel Art Hotel](#) (€ 140 per night). The conference is held in Eindhoven not far from Eindhoven Airport with 70 [direct connections](#) in Europe.

Hope to see you in Eindhoven

Kindest regards,

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