



PRE-SUMMIT EVENTS



22 - 23 May **AIBD/EUROVISION ACADEMY/CCTV Master Class on Data Journalism**

This course will introduce journalists and editors to data analysis and visualization techniques that can be used in daily journalism as well as in longer-term projects and investigations. It will give an overview of the global state of data journalism and enable broadcasters to effectively use plan data projects and incorporate tools such as charts, graphs and spreadsheets in their analysis for their stories.



23 May **AIBD/RNW Workshop on Online and Social Media Analytics/Statistics**

The workshop aims to increase knowledge of social media and analytics, as well as the importance of strong and engaged online communities across media projects. The workshop will educate broadcasters on how social media metrics can be utilised to enhance their business opportunities and how to connect effectively with their online audience.



23 May **AIBD/Radiodays Europe/RCS Workshop on Creating Engaging Content**

The workshop organised by AIBD/Radiodays Europe/RCS aims to provide broadcasters and other media professionals a clear understanding on the rapid changing media landscape and new ways of consuming information and music and how to develop content relevant for its audiences. It will also show how to broaden radio station's audiences by re-using and recycling things that has been

broadcasted, which will bring more listeners, more revenue and more brand exposure. Radio's strengths and how to make radio ads that make a difference will be shown. The workshop will also give an overview of the newest trends in successful radio formats in Asia-Pacific.



23 May

AIBD/ITU/ABU Workshop on Enabling & Enhancing the DTT Broadcasting Experience

The workshop organised by AIBD/ITU/ABU/ aims to provide broadcasters and other media professionals a clear understanding to digital broadcasting services. This one-day workshop provides expert knowledge and information on the current status of the digital terrestrial television broadcasting, Interactive multimedia services, Digital broadcasting: issues & challenges as well as sharing some of the case studies and experiences on analogue to digital implementation.



23 May

AIBD/RAPA Workshop on Using Drones for Production: A New Wave in Broadcast Content Production

This workshop will introduce content producers and creators to the use of drones for television production and how it is changing the shooting environment. The workshop will cover the types of drones, its structure, control and equipment, the difference between using drones vs others like Jimmy Jib, Dolly and Steadicam, flight safety and regulations.