



AIBD/Viory Digital Newsroom Masterclass

Date: 21, July 2025

Venue: Siem Reap, Cambodia

Project Proposal

A. INTRODUCTION

A "Digital Newsroom Masterclass" aims to teach journalists and media professionals how to effectively operate and produce news content in a digital environment, with a focus on skills such as using online platforms, data analysis, interactive storytelling, social media engagement, and other digital tools to effectively reach audiences in the contemporary media landscape.

The AIBD/Viory Digital Newsroom Masterclass is a one-day intensive training sessions aimed to provide media professionals with cutting-edge tools, technology, and methods for digital news production. As part of the pre-summit activities for the Asia Media Summit 2025, this masterclass will provide hands-on learning experiences, expert insights, and interactive discussions about the changing environment of digital journalism.

The AIBD/Viory Digital Newsroom Masterclass will educate media practitioners about the future of journalism. This event will equip journalists with AI-powered tools and data storytelling strategies to improve news accuracy, speed, and engagement. It will also help mastering inventive digital strategies for effective and credible reporting to keep up with the ever-changing media world.

The AIBD/Viory Digital Newsroom Masterclass promises to be an excellent learning experience for media professionals seeking to flourish in today's fast changing digital environment. As a pre-summit activity for the Asia Media Summit 2025, it creates the framework for stimulating discussions and new collaborations in the media industry.

B. OBJECTIVES

The masterclass aims at:

- To improve the skills of media employees in digital news generation and newsroom management.
- To introduce the most recent tools and technologies in digital journalism.
- To investigate unique storytelling strategies for digital platforms.
- To address issues regarding audience engagement, fact-checking, and content monetization.
- To encourage collaboration and networking among media professionals in the region.

C. Target Audience

15 participants from Asia & the Pacific

The masterclass is designed for:

- Journalists and editors from traditional and digital media.
- Newsroom managers and media executives.
- Content creators and digital media strategists.
- Media professionals looking to enhance their digital skills.

D. EXPECTED OUTCOMES:

At the completion of the masterclass, participants aim to achieve following:

- To develop practical skills for managing and administering a digital newsroom.
- To be familiar with the rising technologies that are shaping journalism.
- To learn how to engage your audience and monetize your work.
- To develop professional networks with media specialists and colleagues.

E. CONSULTANTS

The masterclass will feature experts from Viory.



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Workshop Agenda

TIME	PROGRAMME – Day 01
	21 July 2025
08:30 – 9:00	Registration
09:00 – 09:30	Introduction of the Workshop <ul style="list-style-type: none"> • Objectives of the workshop • Rules of Engagement • Participants’ Self-Introduction
09:30-10:30	Session 1: Digital Newsroom Essentials <ul style="list-style-type: none"> • Setting up and managing a modern newsroom
10:30 – 10:45	Coffee/Tea Break
10.45 – 12.00	Session 2: AI and Automation in Journalism <ul style="list-style-type: none"> • Leveraging technology for news production
12:00 – 13:00	Lunch Break
13:00 – 14:45	Session 3: Fact-Checking & Misinformation <ul style="list-style-type: none"> • Tackling fake news in the digital age
14.45 – 15.00	Coffee/Tea Break
15:00 – 16:00	Session 3: Social Media and Audience Engagement <ul style="list-style-type: none"> • Strategies to maximize reach and impact • Monetization Strategies for Digital Content – Business models for sustainability.
16:00 – 16:30	Certificates and closing

Programme Prepared by:

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