

PRE-CONFERENCE WORKSHOPS
Tuesday 10 July
KAZMEDIA Centre, Astana, Kazakhstan

Session/ Time	Title	Venue
Workshop 1 9:00 – 12:30	Zero to Hero – Building your station from the Ground Up In this workshop you'll be part of the strategic team that will build a radio format from the ground up. We'll cut through the fog of all the moving parts from your social media approach to podcasting, and set out a list of priorities. Participants will learn what are the critical building blocks in designing and implementing winning content. Even if your station has been on the air for 10 years or more, you'll gain valuable and actionable insights into the strategic world of programming. The second part of the workshop tackles one of the most critical pieces in a winning radio format – the Morning Show. This interactive session will lay out the framework for a winning show and we'll brainstorm solutions for specific challenges raised by those attending. You will walk away with plans and ideas for your show that you can put into practice as soon as you return. Workshop Facilitators: Paul Amos, Managing Director, Xtra Insights Ronnie Stanton, Ronnie Stanton Media Paul Amos and Ronnie Stanton work with leading radio networks on programming content and strategy, having launched and re- positioning radio formats in some of the most competitive markets in the world.	Large Sound Recording Studio, Kazmedia Centre
12:30 – 14:00	LUNCH	Kazmedia Centre
Workshop 2 14:00 – 17:30	Making Great Radio for Children and Young People, Across Multiplatforms From audiences to distribution, content creation to platforms and everything in between, you will be taken step by step on an interactive journey of Children's Radio that is guaranteed to inspire you to create and broadcast exciting, affordable and effective radio programs for your younger audiences. The workshop will start with a general discussion about our target young audiences, how we reach and keep them and what other organisations we can involve. The discussion will then focus on practical advice on what audio is available now for kids, who is involved in its production and distribution and what are its strengths and weaknesses. The session will include samples of audio from different parts of the world. You will explore in smaller groups issues of content creation such as the aims of kids programming, which platforms and channels, formats and genres to use, how to find and engage audiences and how to know what is working. We will also explore practical issues of resourcing such as how to make best use of skills and experience, finance, audience insights, distribution and outreach. Our final section of the workshop will be directly creative with storytelling as its focus. You will choose target audience groups amongst children and young people and explore potential programme ideas that are creative and deliver compelling and immersive radio content on air/on-line/ via social, mobile, cross and trans-media. This will enable you to explore what multiplatform storytelling entails. Can it be factually based as well as fiction? How, why and when should we use different platforms? What will work most effectively for your target audience? Workshop Facilitators: Children's and Educational content expert Karen Merkel will give you the building blocks you need to create, broadcast and/or distribute Kids' Radio that is affordable and effective. Award Winning drama and documentary producer Akim Mogaji will demonstrate how you can create and deliver compelling and immersive radio content across all media platforms.	Large Sound Recording Studio, Kazmedia Centre
Gala Dinner Hosted by Kazmedia 19:00		Rixos President Hotel Astana