

### DAY 1 - 18 February 2020

08:30 Arrival & Registration

#### 09:00 **Opening, Introductions & Objectives**

Welcome remarks by Radio Plus/LDMG: Mr Fouad Jadoo, Group Coordination Manager

09:15 Tour de Table: Introduction of Participants

#### 09:30 **Digital Productions at TRT**

**Tugba Cinarli**, Senior Producer, TRT

TRT is one of the biggest content creators in the world. One of the main goals of the digital department is to expand our reach to wider audiences through innovative formats. Producing digital native content to engage with audiences across ages, geographies and social contexts. In this session, we will discuss what we create and why it works.

10:30 *Coffee break*

#### 11:00 **Digital Productions at TRT (cont'd)**

12:00 *Lunch break*

#### 13:30 **Social media strategy and social content for broadcasters**

**Laura Gibson**, Social Media Consultant (Formerly ITV Creative)

ITV is one of the UK's largest and most popular TV channels. With programmes such as The X Factor, Downton Abbey and Love Island which already have a social presence, it can be hard to make content that can stand out in such a saturated market. In this session, we will look at some of the work the social team created and how they incorporated a daily live news room to react to popular culture and world events.

15:30 *Coffee break*

16:00 Key Learnings & Take-aways

End of Day 1

### DAY 2 - 19 February 2020

09:00 Recap of Day 1 & Questions

#### 09:10 **Digital Production for content creators**

**Tugba Cinarli**, Senior Producer, TRT

Digital native audience is one of the toughest crowds there is. Their attention is being pulled in a million different directions and away from your content. Producers who target this audience group have to know all the various content platforms and the unique culture and language of each. Staying relevant and adjusting your content for various platforms is not an easy task. In this session, participants will learn about these different platforms and how to stay relevant in each.

10:30 *Coffee break*

#### 11:00 **Practical exercise on creating content for TikTok**

**Tugba Cinarli**, Senior Producer, TRT

12:00 *Lunch break*

#### 13:30 **How to create bespoke social content and social media campaigns**

**Laura Gibson**, Social Media Consultant (Formerly ITV Creative)

Social media is often the first place an audience go to find out about something they are interested in, so making sure that the content we make is relevant to them is more important than ever. Despite organisations understanding the importance of social media, it can often unfortunately be an afterthought and social media teams often have little time to create campaigns and content. In this session we will face those challenges head on and create some of our own content.

15:30 *Coffee break*

16:00 Key Learnings, Take-aways & Close

17:00 Presentation of Certificates

End of Workshop

**DAY 3 - 20 February 2020: Catamaran Excursion Tour (09:00 – 16:00)**

## MEET THE SPEAKERS



**Tugba Cinarli**  
Senior Producer, TRT

Tugba Cinarli works as a producer in TRT World's Digital Content and Strategy unit. She is currently leading TRT World's team responsible for their YouTube native productions and younger audience strategy. She graduated from Boğaziçi University with a Double Major in History and Turkish Language and Literature. Taking an active role in digital oriented projects, she specialises in the digital world, social media platforms, content to be consumed and the behaviours of the audience.



**Laura Gibson**  
Social Media Consultant (Formerly Social Lead at ITV Creative)

Laura Gibson is a Social Media Consultant who helps digital agencies work with clients to create successful and award-winning campaigns. With her boundless curiosity and passion for all things social, Laura is always looking for creative and innovative ways to engage audiences.

Laura previously led the multi-award winning social team within ITV Creative, where she was responsible for all creative output from ITV's multiple social channels as well as devising, implementing and updating social strategies for the business. She led the social team on everything from I'm A Celebrity and Downton Abbey to Love Island and on multiple channel re-brands.

Laura has talked externally at a number of industry events and is an active speaker at Universities to help young people get into creative industries. She has judged numerous awards over the years including the Royal television Society Awards and The Social Buzz Awards for The Drum.

With a background in journalism and 15 years media experience under her belt, Laura has proven experience in creating work that people care about.

## WORKSHOP GOALS

1. Explore evolving storytelling formats and narratives in the digital media landscape
2. Understand how storytelling concepts, formats, tools, and platforms are redefined for the tech era

## WHAT YOU WILL LEARN

Throughout time, telling stories has been an integral part of culture, history, and the human experience.

Once Upon a Digital Story workshop will enable participants to learn the concepts, principles, and construction of storytelling across a variety of digital formats and platforms in the technological age. These range from non-linear interactive media including online, video, game scenarios and transmedia.

Participants will learn what it is that makes good digital storytelling. They will explore the development process, organisation, construction, and the use of social media and mobile devices for storytelling.

In this workshop, participants will learn how to create media-rich digital stories through relevant exercises, examples, showcases and case studies.

# #DigitalStorytelling

Hosted by:

