

Media Training Agenda

Media Training – Practitioners (VCAN & VHT Members) Port Vila Vanuatu March 15 th 2017		
Time/length	Session	Lead & Comments
08.30am – 9.00am	Introduction and warm-up <ul style="list-style-type: none"> Welcome Introductions & expectations Program/organization current news/update 	VCAN
9.00am – 10.00am	<ul style="list-style-type: none"> What is Media What makes a story; when and where to place stories Knowing your audience 	Vanuatu Media Association
10.30am – 10.50am	Tea Break	
10.50am – 12.30am	<ul style="list-style-type: none"> Assessing, inspiring and influencing different demographics/audience Messaging methods to feel confident in constructing media stories Media processes as you develop and 'sell' your story 	
12.30pm – 1.30pm	Lunch	
1.30pm – 2.30pm	<ul style="list-style-type: none"> Writing skills (press releases, comment pieces, newsletters, publicity & letters to the editors) 	
2.30 – 3.30pm	<ul style="list-style-type: none"> Social & digital media as a messaging and campaigning tool Dealing with negative media (crisis management) 	
3.30pm – 3.45pm	Tea Break	
3.45 – 4.45pm	<ul style="list-style-type: none"> Feeling confident in developing and evaluating a media plan 	
Wrap-Up & Closing		