€TRAINING

Media Creation and Innovation

8 - 12 December 2024
Sharm El-Sheikh (Egypt)
Sheraton Sharm Hotel,
Resort,

Media Creation and Innovation

Introduction:

This training program designed to provide participants with the essential skills and knowledge needed to succeed in the rapidly evolving media landscape. It focuses on creativity and originality, and encourages participants to go beyond the boundaries of traditional media forms and embrace emerging ones. Through this program, participants will gain a deep understanding of the principles of innovation in media, preparing them to adapt to and lead in a changing industry. With an emphasis on hands-on learning and practical applications. Participants will be empowered to become versatile and forward-thinking media professionals.

Program Objectives:

By the end of this program, participants will be able to:

- Foster creativity and originality in media content creation.

- Equip participants with the skills to embrace and leverage emerging media formats and technologies.

- Develop a deep understanding of the principles of innovation in media.

- Cultivate adaptability and leadership qualities to thrive in a rapidly evolving media landscape.

- Provide hands-on learning experiences to translate theoretical knowledge into practical skills.

- Empower participants to become versatile and forward-thinking media professionals capable of driving industry change.

Targeted Audience:

- Media professionals and content creators.

- Marketing professionals and entrepreneurs.

- Educators and trainers in media.

- Professionals transitioning into creative media roles.

Program Outlines:

Unit 1.

Introduction to media creation and innovation:

- Exploring the evolving landscape of media.

- Understanding the importance of creativity and innovation.

- Identifying emerging trends and technologies in media.

- Setting goals and expectations for the training program.

- Establishing a foundation for creative thinking and experimentation.

- Connecting with fellow participants and building a collaborative learning environment.

Unit 2.

Fundamentals of storytelling:

- Understanding the principles of effective storytelling.

- Exploring narrative structures and techniques.

- Harnessing the power of emotion and empathy in storytelling.

- Experimenting with different storytelling mediums and formats.

- Analyzing successful storytelling examples across various media platforms.

- Practicing storytelling techniques through hands-on exercises and projects.

Unit 3.

Leveraging emerging media platforms:

- Exploring new and emerging media platforms.

- Understanding the unique features and audiences of different platforms.

- Developing strategies for content creation and distribution on emerging platforms.

- Maximizing engagement and reach through innovative content formats.

- Adapting content for multi-platform storytelling.

- Monitoring trends and adapting strategies to stay relevant in a dynamic media landscape.

Unit 4.

Creative multimedia production:

- Introduction to multimedia production tools and software.

- Exploring techniques for creating multimedia content.

- Integrating audio, video, graphics, and interactive elements in storytelling.

- Understanding the technical aspects of multimedia production, including editing and post-production.

- Collaborating with creative professionals across different disciplines.

- Applying multimedia production skills to develop compelling media projects.

Unit 5.

Innovation in media entrepreneurship:

- Exploring opportunities for media innovation and entrepreneurship.

- Identifying gaps and unmet needs in the media industry.

- Developing innovative media concepts and business models.

- Understanding the process of ideation, prototyping, and iteration.

- Navigating legal and ethical considerations in media entrepreneurship.

- Pitching and presenting media innovation ideas to potential stakeholders.