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| WORKSHOP: How to Create Sustainable Revenue in a Rapidly Changing Digital World | | |
| TRAVEL: Oct 7 | WORKSHOP: 8-10th of October 2021 | LOCATION: Mauritius |
| USAGM TEAM: | HOS TEAM: Yusuf Omar (Co-founder), Charlotte Maher (Community Lead), Naeemah Dudan (Editorial Lead), Alison Carmel (Business Development Lead) | AUDIENCE: Empower media leaders from East and Southern Africa with foresight for future media trends, and proven strategies to monetize digital media assets. |

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| <p>LEARNING OUTCOMES:</p> <p>On completion of this bootcamp, each participant will:</p> <ul style="list-style-type: none"> ● Build an effective digital media strategy ● Create monetization options for their digital assets ● Understand the power and potential of mobile journalism ● Design new workflows to optimize their digital teams ● Be able to find engaging and trending stories online ● Know how to plan for upcoming trends ● Understand what stories do well on social media ● Know how to verify videos and fact check online sources | <p>TOOLS:</p> <ul style="list-style-type: none"> ● Projector, Projector Screen ● Computer for Presenting ● HDMI cable ● Participants with Mobile Phones ● Participant Pre-Questionnaire ● Participant Post-Questionnaire ● Notepads, pens, post-it notes ● Jamboard |
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| <ul style="list-style-type: none"> • Understand how to script a viral video | |
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| Time | Module | Who/Notes |
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| Day 1- GAPS & OPPORTUNITIES IN THE DIGITAL MARKET | | |
| 9:00 | Welcome | USAGM - Joyce Intro of team and |
| 9:10 | HOS Introduction | All HOS |
| 9:15 | Aims | All- Yusuf describer day 1, Naeemah 2, Alison 3 |
| 9:20 | Icebreaker / Introductions of Participants | Charlotte |
| 9:45 | KEYNOTE: The Global Picture: Where it's all going. The future of media, technology and people | Yusuf |
| 10:15 | SESSION: Africa Analysis Digital Trends | Yusuf |
| 11:00 | BREAK | N/A |
| 11:15 | ACTIVITY - What is Your Position in the Market? What's your USP? XY graph with unique content vs breaking news Competitive analysis | Charlotte |
| 12:00 | ACTIVITY: What does your dream media company look like? | Charlotte |
| 13:00 | LUNCH | |
| 14:00 | SESSION: Monetization in a Rapidly Changing Digital World | Alison |
| 15:00 | CASE STUDIES: Going After Opportunities How AJ+ took over Facebook CNN' GREAT BIG STORY play on YouTube | Yusuf |

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| | The Story Of Vice Media Buzzfeed's algorithm problem Why HuffPost Got In Trouble | |
| 16:00 | SESSION: Where's the Opportunity? | Alison |
| 16:20 | ACTIVITY: Utilizing Artificial Intelligence | Alison |
| 16:50 | What's next? Day 2 teaser | Yusuf |
| DAY 2 - BUILDING DIGITAL MEDIA PRODUCTS | | |
| 9:00 | KEYNOTE: Knowing Your Audience...Push vs Pull STORYTIME: How We Lost and Found Ourselves Again | Yusuf |
| 9:15 | ACTIVITY: Audience Profiling | Charlotte |
| 9:45 | SESSION: Know Your Brand - What products are and what they are not | Naeemah |
| 10:00 | ACTIVITY: Building a checklist for online brands | Naeemah |
| 11:00 | BREAK | |
| 11:15 | SESSION: Derivative Content Strategy and the Creators Playbook - Hub, Hygiene, Hero | Yusuf |
| 12:00 | ACTIVITY: Build your digital content strategy | ALL |
| 13:00 | LUNCH | |
| 14:00 | SESSION: Social Publishing - How MOJO Can Scale Content Production at Costs Case Studies of Mobile Newsrooms Around the World | Yusuf |
| 15:00 | SESSION: Social Discovery - Using data and other social listening tools to identify emerging trends and hot stories | BIANCA (guest speaker) |
| 15:30 | Building Staff Capacity for Fact Checking | Naeemah |
| 16:00 | SESSION: Workflows and tools for digital media | Naeemah |



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| | optimization- slack, airtable, frame. | |
| 16:30 | SESSION: AI for Efficiency in Newsrooms | Alison |
| 17:00 | CLOSING REMARKS | |
| DAY THREE - MAKING MONEY | | |
| 9:00 | KEYNOTE: How Hashtag Our Stories became profitable. Curation is the new creation. | Yusuf |
| 9.15 | AGENDA | Charlotte |
| 9.20 | SESSION: Social Engagement - Optimizing your content with the right headlines, thumbnails, share texts | Charlotte |
| 10.00 | SESSION: Understanding Ad Revenue from social media platforms | Yusuf |
| 10.30 | SESSION: Syndication and Licensing | Yusuf |
| 10:45 | SESSION: How to win grants | Alison |
| 11:00 | BREAK | |
| 11.15 | SESSION: Analytics - Looking at content consumption | Katie (guest speaker) |
| 12:00 | SESSION: Building a subscription model | GUEST SPEAKER FROM THE DAILY MAVERICK Or MAIL AND GUARDIAN |
| 12:30 | ACTIVITY: Monetization brainstorming | Charlotte |
| 13:00 | LUNCH | |
| 14:00 | CALLS: Newsrooms and 1-1 sessions | ALL |
| 17:00 | CLOSING- Review of Aims & Learning Session | ALL |