

1415 - 1600

Session 3

Media, Democracy and Good Governance

Media plays a vital role in promoting good governance by clamouring for improving the rule of law, transparency and accountability and for reducing corruption. Thus it creates a favourable environment for development and overall well being of citizens. Media plays an even more critical role in emerging democracies coping with deeply rooted ethnic differentiation and struggling to emerge from a history of colonial, imperial and or racial domination. To what extent do media promote diversity, tolerance and respect? To grab headlines, do they take advantage or help resolve long-standing and deeply rooted mistrust, rivalries and hatred? How can media best ferret out information for the benefit of the public? How can media strengthen government responsiveness? How do journalists portray and discuss issues that are important in the lives of citizens in emerging democracies? Who are their sources and what interests do they represent? How are these interests balanced?

1600 - 1630

Tea Break

1630 - 1730

Session 4

Rethinking Media in Conflict Zones (Interactive Discussion)

Conflicts and wars are the everyday stuff of national, regional and world news. They are likely to intensify and give birth to permutations that make media coverage and analysis more difficult and complex. Journalists face professional and ethical issues as they seek out and interpret the political, economic and social environment in the throes of crisis. To what extent are they reporting the truth or half-truths? Are they concerned more with finding sob stories, grabbing headlines, than with atrocities and with correcting their mistakes? Are armed conflicts the new source of entertainment? Is it really as bad as the media make it out to be? How can journalists minimize safety risks in reporting conflicts and wars?

2000

Dinner and Cultural Show

Day 2 - Wednesday, 27th May

0900 - 1000

Session 5

Media Literacy and Education

The influence and impact of media on our lives are invariably met with concern. Some sectors criticize improper media performance and its disruptive potential. Others blame governments and media companies for lack of regulation, training and incentives. Yet, we overlook the individual's role in effectively and efficiently using and controlling media. How do we build a media literate person? How do we develop a critical and reflective consumer of communication? What can institutions like media organisations and schools do to promote media literacy and education in a consistent manner? Can media itself help develop the individual's power to discern and influence media output?

1000 - 1030

Tea Break

1030 - 1130

Session 6

Attracting and Retaining the Right Media Professionals

Media like any organisation is constantly in search of the best

formula for success. Producing good programme content, setting up innovative technology and developing attractive marketing strategies contribute to enhancing its overall performance. Hiring, retaining and developing the right people in the organisation can do these and much more. Developing an employee's value proposition also helps. Right now there is a struggle to retain the right people and that is intensifying due to the commercial interest? What are the must's to keep the right people? How do we enhance human capital as a critical source of competitive advantage? How do we embrace a talent mindset?

1130 - 1230 Session 7
Keeping Small Media Stations Afloat: Survival and Growth
 (Panel Discussion)

Change is happening fast in the media industry. This poses challenges for small media companies: they need to keep abreast with technology, manage competition and address rising costs to deliver performance. Sometimes the strategies adopted go haywire, forcing the players to opt out of the industry. Some manage to survive by merging with others to generate synergy and a niche. What tools and techniques can be harnessed to manage cost and performance? How can small media stations innovate to achieve breakthrough performance, manage risk and sustain growth in a competitive environment?

1230 – 1400 Lunch

1400 - 1530 Session 8
New Media and the Next Generation

The Internet as a source of information and entertainment occupies a central role in the daily lives of the younger generation. They use social networking sites, play computer games and contribute to blogs or online messages. While cost may be a downside to its wider use, the new media provides excitement, relaxation, and opportunity to overcome boredom and the threat of being left out. Should such exposure trigger moral panic? What are the experiences of new media users? What new skills are being developed and how should parents, teachers and new media practitioners deal with this 'addiction'? How do we develop the young to be screen-wise?

1530 - 1600 Tea Break

1600 - 1730 Session 9
Marketing / Advertising Strategies in a Competitive Media Landscape (Panel Discussion)

Media business saddles two horses – one that gallops towards public interest and the other that pulls towards private interests. Pleasing the audience, stakeholders and the stockholders entails finding niche audiences that are attractive to advertisers. What are strategies followed by advertisers in the media environment where audiences are increasingly fragmented? What marketing strategies can media houses adopt to entice advertisers?

1730 – 1815 Session 10
Special Presentation on 2010 World Cup

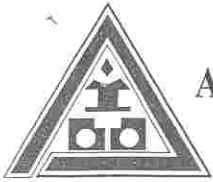


AMS Pre & Post Events

24 - 28 May 2009

Macau SAR, China

No.	Title	Dates	Time
1	Media & Capacity Building: Empowering Media Practitioners through HRD	24 May	0900 - 1700
2	3 rd Afro-Asia-Pacific Media Partnership Committee Meeting (By invitation only)	24 May	1700 - 1830
3	Web Journalism	24 May	0900 - 1700
4	TV News Management	24 - 25 May	0900 - 1700
5	GMAI / AMAI Seminar on HIV and AIDS	25 May	0900 - 1700
6	Global Media Center for Development (GMCD)	25 May	0900 - 1700
7	AIBD / NHK Workshop	25 May	0900 - 1700
8	3 rd ASBU-AIBD Media Partnership Committee Meeting (By invitation only)	25 May	1700 - 1845
9	CEO Roundtable Discussion on Recruiting and Retaining Qualified Human Resources	25 May	1900 - 2030
10	Asia Media Summit	26 - 27 May	0900 - 1700
11	3 rd Asia-Pacific and Europe Media Dialogue: Preparatory Meeting (By invitation only)	27 May	1800 - 2000
12	International Partners' Seminar on Media Development (By invitation only)	28 May	0900 - 1530
13	Strategic Plan Team Meeting (By invitation only)	28 May	1600 - 1930



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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Website : http://aibd.org.my

18 September 2008

Mr Phachern Khamphoe
Director-General
The Gov't. Public Relations Department
National Broadcasting Services of Thailand
(Government Public Relations Department),
Foreign Office, Public Relations Department
9, soi Aree Samphan, Thanon Rama IV, Phayathai, Bangkok 10400, Thailand

Dear Mr Phachern Khamphoe,

**Pre- Summit Regional Workshop on
Media & Capacity Building: Empowering Media Professionals Through HRD
24th May 2009- Macau S.A. China**

This has reference to the letter of invitation dated 04 September 09, with regard to the 6th Asia-Media Summit 2009 and its Associated Pre-summit workshops that will be held from 24- 27 May 2009 in Macau S.A. China.

On behalf of Mr. Manuel Goncalves, Vice Chairman & CEO Teledifusão de Macau S. A. China, I have the pleasure of inviting the Head of Radio and Television Training Center in your organization and his / her delegation to attend the **"Media & Capacity Building: Empowering Media Professionals through HRD" on 24th May 2009**. I would also like to invite your delegation to stay on to join other pre- AMS summit events on 25th May and the Asia Media Summit, which will take place at the same hotel in Macau from 26- 27 May 2009.

Heads of Radio and Television Training Institutes/ departments, Trainers, HR Professionals and Practitioners in Broadcasting (Engineers, Producers, Managers) from all countries in this region are invited to attend this event. AIBD international partners in HRD will also be invited to share their experience in HRD with professionals from Asia and the Pacific.

The aim of this forum is to evolve a new direction and integrate strategic planning to enrich human resource development to respond to the rapid technological changes and market driven forces in the media industry. This is also a networking opportunity for your training center to establish a more constructive role with other partners. This will also help AIBD in updating its future training projects in consultation with the head of your training center.

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We enclose herewith the programme and workshop outline for your kind information. Since the above- mentioned workshop is a pre - summit workshop, each member of your delegation is requested to **fill the attached application form and return it to us by 28th February 2009.**

The 6th Asia Media Summit as well as its Pre-Summit Workshops will be
held at: The Venetian Macao Resort Hotel
The Cotai Strip, Taipa, Macao SAR
www.venetianmacao.com

For the latest information on the Asia Media Summit 2009 please visit our website at:
www.aibd.org.my/conferences/ams

Please provide us your flight details by 01 April 2009 along with the enclosed registration form to enable us to book your hotel for you and also to arrange your registration for the AMS.

Should you require further details regarding this pre-summit workshop please feel free to contact my programme manager Ms Manil Cooray and her e-mail address is manil@aibd.org.my

We look forward to your active participation at this important event.

With best regards,

Yours sincerely,



Dr. Javad Mottaghi
Director, AIBD

Cc: Mrs Wanna Vuthiaporn, Director, International Cooperation Division, Foreign Office and AIBD Liaison Officer, NBT, Thailand.

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September 08



Asia-Pacific Institute for Broadcasting Development

Pre-Summit Regional Workshop
Media & Capacity Building: Empowering Media Practitioners through HRD
24 May 2009, Macau S.A.

PROGRAMME

Sunday, 24th May 2009

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|---------------|--|
| 08:30 – 08:50 | Registration |
| 08:50 – 09:00 | Welcome Remarks
Dr. Javad Mottaghi
-Director, Asia- Pacific Institute for Broadcasting Development |
| 09:00 - 10:30 | Session 1:
Training & development in a changing media environment <ul style="list-style-type: none">• Adapting training programmes to take advantage of training methods |
| 10:30 - 11:00 | COFFEE BREAK |
| 11:00 - 12:30 | Session 2:
Beyond Borders in Technology : Media Convergence and Challenges to HRD in a competitive environment to build a competent workforce <ul style="list-style-type: none">• Implications to Training & development• Continuous Learning as a key to success |
| 12:30 -14:00 | LUNCH BREAK |
| 14.00 – 15.15 | Session 3:
Issues and Challenges for Human Resource Development confronted by Training departments and Institutes |
| 15.15 –15.45 | TEA BREAK |
| 15:45 –17.00 | Session 4:
Taking the long view: A strategic approach to the development of human resources <ul style="list-style-type: none">• Focusing on critical areas of corporate strategy, finance , management and leadership• Integrated business strategies to remain competitive |
| 17.00-1800 | Session 5:
Issues, Challenges and Strategies for HRD <ul style="list-style-type: none">• Open interactive discussion• Conclusions/recommendations |



Pre-Summit Regional Workshop
Media & Capacity Building: Empowering Media Practitioners through HRD
24 May 2009, Macau S.A.

Workshop outline

Aims

A forum to evolve a new direction and integrate strategic planning to enrich human resource development to respond to the rapid technological changes and market driven forces in the media industry.

Objectives

- Introduce successful strategic models for developing human resources to suit the rapid technological changes and market driven forces in the media industry,
- Identify technological areas, programme content that are more compelling to impact a proactive workforce through training and development enabling media professionals to survive in an ever changing media environment ,
- Promote life long learning as a continuous mechanism to enrich developing human resources in the media organizations.

Target Group

- Heads of Training Institutes / departments of national broadcasting organizations, private radio and television stations,
- Senior Trainers & HR Professionals in Broadcasting,
- Academicians from higher learning entities.



**Pre- Summit Regional Workshop on
Media & Capacity Building: Empowering Media Professionals Through HRD
24th May 2009, Macau S.A China**

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|-------------|-------------------------|
| (A) HOME: | TEL:
E-MAIL: |
| (B) OFFICE: | TEL:
FAX:
E-MAIL: |

(Relation of that person to applicant): _____ Tel: _____

PASSPORT TYPE:	PASSPORT NO:	DATE OF ISSUE:
DATE OF EXPIRY:	PLACE OF ISSUE:	

EDUCATION

(A) HIGHEST QUALIFICATION HELD/INSTITUTION/DATE:

(B) OTHER RELEVANT STUDIES (Include previous AIBD courses/seminars and other fellowships awarded):

COMPETENCE IN THE ENGLISH LANGUAGE

READ			UNDERSTAND			SPEAK			WRITE		
EXC	GOOD	FAIR	EXC	GOOD	FAIR	EXC	GOOD	FAIR	EXC	GOOD	FAIR

Number of years you have studied English Please note: The training activity will be conducted in English.

PRESENT POSITION

(A) NAME AND ADDRESS OF EMPLOYER (Include department or sub-section):

E-mail:

Tel:

Fax:

(B) YEARS OF SERVICE:

FROM:

TO:

(C) TITLE OF POST:

(D) NUMBER OF YEARS IN PRESENT POST:

(E) DESCRIPTION OF YOUR FUNCTIONS AND DIRECT RESPONSIBILITIES:*

(F) PREVIOUS POSITION/EXPERIENCE (Briefly describe your professional career):*

(G) IF ACCEPTED FOR THIS TRAINING ACTIVITY, DESCRIBE THE PRACTICAL USE YOU INTEND TO MAKE OF THESE STUDIES ON YOUR RETURN HOME:*

(*Please use additional sheets if necessary.)

SPECIAL CONDITIONS FOR COLLABORATIVE ACTIVITY

The following conditions relate to training activities offered by the Asia-Pacific Institute for Broadcasting Development (AIBD).

Obligations of AIBD:

- AIBD will recommend appropriate hotel accommodation to the organizations, secured at group rates.
- Seminar package which includes two tea breaks and lunch during the activity.
- Appropriate course materials will be provided.

Obligations of the applicant's organisation:

- Return air ticket to the location of the training activity.
- Payment of daily subsistence allowance (DSA) to the participant directly.
- Appropriate hotel accommodation for the participant as recommended by AIBD.
- Payment of passport fees, visa charges and any airport departure taxes or travel levies.
- Travel insurance to and from the venue of the activity. Participants and/or their organisations are strongly recommended to make such arrangements to cover travel risks.
- Expenses to cover any en-route costs (accommodation, meals, taxis, excess baggage, handling charges, selection of participant etc.) in travelling to and from the activity.
- Ensuring the continuation of the participant's salary or other arrangements as may be appropriate to maintain the participant's dependants or other obligations while he/she participates in the training activity.
- Assuring that the participant will be employed upon his/her return in a position related to the duties for which the training activity was awarded.

Applicant's declaration:

- To carry out such instructions and abide by such conditions as may be stipulated from time to time by the applicant's organisation and the Asia-Pacific Institute for Broadcasting Development (AIBD).
- To follow the course of study and abide by the rules and regulations of training institutions and other establishments during the training activity.
- To refrain from engaging in political activities.
- To return directly to his/her home country upon completion of the training activity.

I have read, understood and agree to the conditions listed above.

Name of applicant:

Signature of applicant: Date:

Endorsement by employer/official nominating authority:

The candidate's application has been examined and I nominate him/her as fit to follow this activity. I have also read the conditions listed above, particularly those relating to the obligations of the candidate's organisation, and understand and agree to these conditions.

Name of authorised official:

Designation:

Name of Organisation:

Official Stamp

Signature:

Date: