



บันทึกข้อความ

ส่วนราชการ...สำนักงานประชาสัมพันธ์ต่างประเทศ...สงต. โทร. ๐-๒๖๑๘-๒๓๒๓ ต่อ ๑๗๑๐-๑๑

ที่ นร. ๐๒๐๙.๐๓/๓๖๑๗ วันที่ ๙ เมษายน ๒๕๖๑

เรื่อง...การสัมมนาออนไลน์ หัวข้อ “eWorkshop on Digital and Social Media Storytelling”

เรียน ผอ.สำนัก/กอง และหัวหน้าหน่วยงานต่าง ๆ

สหภาพวิทยุและโทรทัศน์แห่งเอเชีย - แปซิฟิก (Asia-Pacific Broadcasting Union : ABU) เชิญบุคลากร กปส. เข้าร่วมการสัมมนาออนไลน์ หัวข้อ “eWorkshop on Digital and Social Media Storytelling” ระหว่างวันที่ ๑๗ - ๓๑ พฤษภาคม ๒๕๖๑ เวลา ๑๖.๐๐ - ๑๗.๓๐ น. ผ่านช่องทางโปรแกรม GoToWebinar เพื่อเสริมสร้างความรู้ความเข้าใจเกี่ยวกับการใช้งานสื่อดิจิทัล

ในการนี้ จึงขอเชิญบุคลากรผู้สนใจลงทะเบียนเข้าร่วมการสัมมนาดังกล่าวโดยไม่เสียค่าใช้จ่าย ผ่านเว็บไซต์ <https://register.gotowebinar.com/register/6039607865563224322> ภายในวันที่ ๑๕ พฤษภาคม ๒๕๖๑ ผู้สมัครจะได้รับอีเมลยืนยันการเข้าร่วมสัมมนาและแจ้งวิธีการติดตั้งโปรแกรม GoToWebinar เมื่อลงทะเบียนเรียบร้อยแล้ว หากมีข้อสงสัยสามารถติดต่อสอบถาม นางสาวนวลศิริ สมัยนิยม นักประชาสัมพันธ์ โทรศัพท์ ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐

จึงเรียนมาเพื่อโปรดพิจารณา

(นางวันเพ็ญ อ้วนตัน)

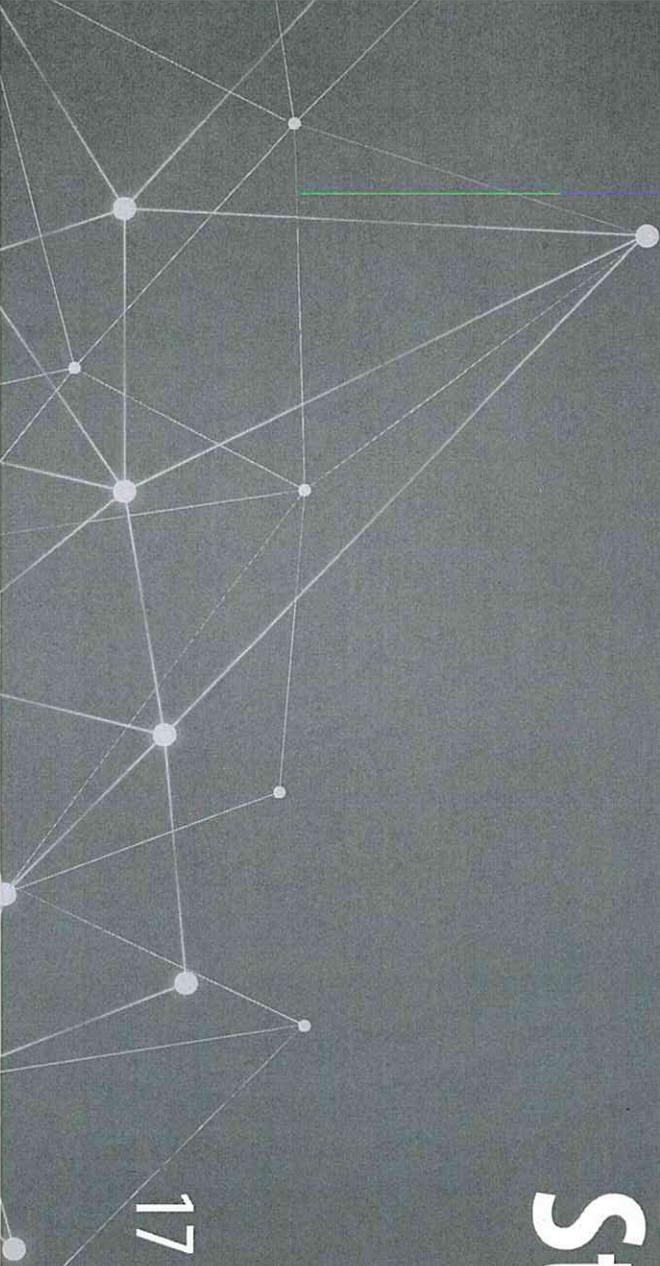
ผอ.สพต.



ABU Media Learning
Academy - Online

eWorkshop on Digital and Social Media Storytelling

17 May 2018 – 31 May 2018



Join the dynamic duo Yusuf Omar and Sumaiya Omar in our eWorkshop to unlock the potential of your mobile phones to tell compelling stories that your audiences will love and share.

INTRODUCTION

Broadcasters are realising the power of smartphones as a dynamic tool to create and distribute content in an unparalleled way. Innovative digital technologies have opened up a new dimension in storytelling in highly sharable video formats that engages and empowers audiences like never before. This e-workshop enables online content creators to re-discover storytelling techniques that are revolutionising the way we create and distribute content to the internet generation. During this eWorkshop facilitated by mobile storytelling experts Yusuf and Sumaiya Omar, you will learn how to create social stories that can travel further and faster to attract new audiences and how to find and create viral videos with your phone and for mobile devices.

WHO'S IT FOR

- Digital content creators
- Online editors and reporters
- Online video content producers
- Multimedia journalists
- Social media editors and producers
- Social media coordinators and community managers
- Multiplatform concept designers
- Heads of creative unit
- Broadcast editors/producers using social media
- Media professionals who wish to learn how to build stories using smartphones

WHAT YOU'LL LEARN

- Learn how to create social stories that resonate with audiences
- Discover content strategies and storytelling techniques in new formats for the internet generation
- Learn how to find and create viral videos with your phone and mobile devices

E-WORKSHOP DETAILS

Duration

3 Weeks (17-31 May 2018)

Venue

Online

Coaching Method

Virtual Classroom via GoToWebinar

Registration Deadline

15 May 2018

Fee

Registration is free for ABU members

Working language(s)

English

CONTACT DETAILS

For inquiries and registration, contact:

Hamdhoon Rashad

Project Manager New Media

hamdhoon@abu.org.my

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#ABUSocial #OurStories

#SolutionsStorytelling

SCHEDULE

- Module 1: 1st Virtual Classroom via GoToWebinar –Thursday, 17 May, 16:00-17:30 MYT
- Module 2: 2nd Virtual Classroom via GoToWebinar –Thursday, 24 May, 16:00-17:30 MYT
- Module 3: 3rd Virtual Classroom via GoToWebinar –Thursday, 31 May, 16:00-17:30 MYT

You will need to attend all 3 online modules via virtual classroom to receive the certificate of participation.

CONTENT OUTLINE

- Week 1: Social discovery and fact-checking
- Week 2: Facebook Live videos and Snapchat/Instagram Stories formats
- Week 3: Shooting, editing and uploading viral videos

See last page for the programme-at-a-glance.

EQUIPMENT NEEDED

To take part in this online course, you will need:

- A computer with a good internet connection (preferably a landline)
- Microphone
- Smartphone
- Minimum system requirements:
 - Operating system: Windows 7, Windows 10, Mac OS X 10.x
 - Browser: Latest version of Google Chrome, Mozilla Firefox

TRAINERS



Yusuf Omar

(@YusufOmarSA)

Yusuf Omar is a multi-award winning journalist and Co-founder of Hashtag Our Stories, a TEDx speaker, former CNN Senior Social Media Reporter on Snapchat and former Mobile Editor at the Hindustan Times in India where he empowered 750 journalists to tell stories with the phones. He has been a foreign correspondent with just his phone since 2010 and covered the Syrian civil war. At Hashtag Our Stories, he's empowering mobile video storytelling communities around the world, creating shows in every language.



Sumaiya Omar

(Snap_Sumaiya)

Sumaiya Omar is a Co-founder of Hashtag Our Stories. Sumaiya has spent five years experimenting with emerging news platforms like Snapchat and Instagram in South Africa, India and the UK and has conducted mobile journalism workshops with broadcasters across Europe. She's a business commerce graduate with several years of experience in banking, building mobile products across Africa. She is currently also a contributor for the International News Media Association (inma.org) and Thomson Foundation (TEJNow)

e - WORKSHOP ON DIGITAL AND SOCIAL MEDIA STORYTELLING PROGRAMME AT A GLANCE

Date & Time	Modules	Facilitation Method
WEEK 1 Thursday, 17 May 2018 16:00 - 17:30 MYT (GMT +8)	Module 1: Social discovery and fact-checking <ul style="list-style-type: none"> • Social stories • Identify digital story formats and platforms 	1st Virtual Classroom via GoToWebinar
WEEK 2 Thursday, 24 May 2018 16:00 - 17:30 MYT (GMT +8)	Module 2: Facebook Live videos and Snapchat/Instagram Stories formats <ul style="list-style-type: none"> • Content strategies • Storytelling techniques 	2nd Virtual Classroom via GoToWebinar
WEEK 3 Tuesday, 31 May 2018 16:00 - 17:30 MYT (GMT +8)	Module 3: Shooting, editing and uploading viral videos <ul style="list-style-type: none"> • Video editing apps and techniques • Video sharing and uploading tips 	3rd Virtual Classroom via GoToWebinar



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