

Survival and Development on Small and Fragmented Markets

Master Classes in Media Management Chisinau 19-21 April, 2016

Invitation to apply

On **April 19-21, 2016** the EU-funded Project Open Media Hub is organizing **Master Classes in Broadcast, Print and Online Media Management** for managers and senior editors of Moldovan media. The Print and Online Media Management Master Class will cover **business planning, strategic marketing; developing practical tools - mechanics of selling advertising: preparing price lists, negotiation techniques; managing multi-platform content, newsroom workflow management, including integrated newsrooms; handling social media and user-generated content, HR development with special focus on survival and development on a small and fragmented market.**

The Broadcast Management Master Class will cover **news management techniques; developing practical tools, how EU sources can be accessed efficiently for the newsroom cycle; managing multi-platform content, newsroom workflow management, including integrated newsrooms; handling social media and user-generated content.**

The Master Classes will have a special focus on **topical issues, such as EU support for reforms and the implementation of the AA/DCFTA agreement, the Agreement with the IMF, the reform of the banking sector, the measures to tackle corruption, and the reform of the Prosecution service and judicial sector.**

H.E. Pirkka Tapiola, Ambassador of the European Union to Moldova will address the participants on April 20.

Alongside attending the Master Class the participants will have the opportunity to sign up their media organisation for **the full package of media development support** provided by the project which includes advanced training for the reporting staff, access to international in-house management consulting; access to a content sharing platform with rights free content; eligibility to placements of media staff with top EU media outlets in the UK, France, Germany, Italy, Spain, Austria, Denmark, Poland and others, eligibility to participate in top industry events like MIP Cannes, CIRCUM events, Association of Commercial Television Annual Conferences and networking events etc, and eligibility for 'Production Support' of approx. 3000 – 8000 EUR to produce video content.

The Project "**Open Media Hub**" aims at increasing the professional skills of journalists and media managers and supporting the production of audio-visual and online material in the European Neighborhood countries thus contributing to the development of independent media and the more accurate presentation of the EU policies and support to the region.

The project is implemented by a Consortium led by [Thomson Foundation](#) and including European media organisations such as [France Médias Monde](#), the [European Journalism Center](#) and [Free Press Unlimited](#).

To apply, please [fill in this form](#). This invitation expires at 23:45 p.m. on April 8, 2016

For further information:

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