



The AIBs
2017

#iamabroadcaster
The AIBs Masterclass

Thursday 2 November 2017
M by Montcalm, City Road, London EC1V 1JH

Introduction

Each year, the *AIBs* gala dinner attracts guests from all parts of the world. Programme makers, executives, editors and journalists are among those who attend the event that's dedicated to the world's best factual productions across television, radio and online.

In 2017, the AIB is once again adding to the value of the awards with its second **#iamabroadcaster - The AIBs Masterclass**.



Open to all the *AIBs* gala dinner guests, and to others in the industry (for a nominal fee), this half-day event will allow delegates from around the world the opportunity to meet colleagues and to share knowledge, ideas, experiences and inspiration with some of the world's top factual programme makers.

The Masterclass – on **Thursday 2 November**, the day after the main awards event – will take place in central London at the Montcalm Hotel in City Road, EC1V 1JH, close to the awards venue.



The **#iamabroadcaster - The AIBs Masterclass** is informal and thoroughly interactive. It provides a forum to discuss the way programme making and story-telling works in different markets, and to explore the challenges of engaging audiences on traditional platforms.

The event provides attendees a great learning and networking experience alongside some of the leading programme makers in the world.

The Masterclass is included in the price of the AIBs gala evening ticket. For others, there is a fee. AIB Members pay £70, plus UK VAT; non-members pay £95, plus UK VAT.

A small number of places are available for students in full-time education, at £30. Places are strictly limited and are available on a first come, first served basis.

The fee includes all refreshments and a buffet lunch.

To reserve your place, go to <http://theaibs.tv>

AGENDA

0915 **Registration and coffee**

0940 **Investigating the world**

Arguably, the role of clear-headed, well-researched and well-funded investigative journalism has never been more important than today. The *AIBs* see a remarkable range of programmes that hold the authorities to account, uncover corporate wrongdoing or expose exploitation.

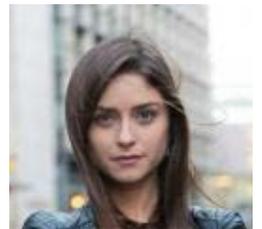
What makes the most successful programmes in the investigative genre? In this session, we will talk to some of the shortlisted producers in the *AIBs* investigative category and find out what motivates them, how they overcome challenges and deal with the risks involved in bringing stories into the open.

Speakers include

Nicola Cutcher, Co-Producer, Afshar Films

Malcolm Brinkworth, Managing Director, Brinkworth Films

Annelise Andrade Borges, Correspondent, TRT WORLD



1040 **Changing audiences, changing story-telling**

As more platforms vie for the attention of audiences, new players constantly challenge established media players in the battle for consumers. Long-form documentaries are now being delivered online and on mobile - and it's not always brands you expect to be your competition.

We're seeing increases in journalism that is funded by educational publishers and philanthropies, non-profits and brands which is finding new audiences for factual programming. It's often delivered on new platforms.

Meanwhile, augmented and virtual reality are being touted as the next big thing, but are VR and 360° content destined for a shelf-life as short as 3D television?

We will hear from some of the key players in factual programming who are responding to today's challenges, and learn how organisations that have not traditionally told stories using video are changing internal culture to expand their reach and offer to clients.

Speakers include

Greg Moyer, CEO, Blue Chalk Media

Juliette Hollier-Larousse, Video Director, Agence France-Presse



1130 **OB in a box**

London-based international facilities house **Celebro Media** introduce its latest innovation – an IP-based outside broadcast unit that can be controlled from next door or across the other side of the world.

Speaker

Wesley Dodd, CEO, and Andrew Lebentz, Head of Production, Celebro Media



1145 **Telling human stories**

As the world becomes ever more complex, the number of human interest stories is burgeoning. What are the most effective techniques to engage the attention of viewers and listeners who seem to be constantly becoming more interested in celebrity than in thought-provoking stories?

We will hear from programme makers who have risen to this challenge across television and radio.

Speakers include

Mario Chrisostomou, Head of BFBS UK National

Will Warren, Multimedia Producer, BFBS

Madeleine Hetheron, Producer/Director, Media Stockade

Rebecca Barry, Producer/Director, Media Stockade



1245 **Delivering impact**

The winner of the inaugural AIB Impact Award will be in conversation with the Masterclass, talking of the challenges of making the programme and explaining the impact that it has had. There will be the chance to watch the whole 25' documentary during this session.

1330 **Networking lunch**

1430 **Close**