

# THE AIBs 2025 MASTERCLASS



**Setting the Gold Standard  
in Global Journalism  
and Interview Skills**



# THE AIBs 2025

## MASTERCLASS

**On the day of the AIBs 2025 Gala Awards, the Association for International Broadcasting invites you to a special Masterclass in Journalism.**

This half-day event brings together leading international journalists, editors, and producers who have been shortlisted in the AIBs — the global competition that celebrates the best in factual storytelling across video, audio, and digital platforms.

The highly interactive Masterclass – the second we have staged this year in conjunction with the AIBs – offers deep insights into the practice of reporting, investigating, and producing journalism that informs, challenges, and inspires audiences worldwide. It also offers an exploration of effective interviewing techniques that will help you get the most from your interviewee, whether you are an established journalist or just starting out. **The Masterclass is all about sharing experience between people whatever stage you are in your career.**

### Programme

1000 | **Welcome** and scene setting

#### 1010 | **Frontline reporting**

This session will explore what motivates journalists to tell the stories that audiences need to understand and the challenges of working in the most difficult conditions.

- **Celia Mendoza**, Voice of America | @celiax25
- **Jorge Agobian**, Voice of America | @jorgeagobian
- **Narinder Kalsi**, Senior Journalist Team Manager, BBC News, UK | @narinderkalsi01

#### 1100 | **Both sides now: Effective political interviewing & presentation skills**

Former British MP **Lembit Öpik** will lead a session on how to interview politicians and senior figures effectively. Drawing on his experience as both parliamentarian and broadcaster, he will help participants sharpen their skills in incisive questioning — essential for holding power to account and serving audiences with clarity. Keith Prince, senior elected member of the Greater London Assembly will be sharing his views on how, as a current politician, he handles interviewers – and perhaps will share some tips on how to challenge politicians and others in interview situation.

#### 1145 | **Challenging the narrative and getting to the truth**

Investigative journalism is vital in holding power to account, while explaining our ever more complex world is essential for functioning democracies. This session will delve into how investigations can be structured, what's involved in uncovering the truth and what the outcomes can be. It will also examine the need for clear headed, factual explanatory productions that help audiences understand complex issues.

- **Nikolai Atefie**, Freelance journalist, Austria/Sweden | @NikolaiAtefie
- **Martin Jönsson**, Journalist, Swedish Radio | @SRMartinJ
- **Sandra Gathmann**, Al Jazeera, UK | @SandraGathmann

#### 1230 | **Freelance news – easier, deeper, wider**

- **Henry Peirse**, Paydesk / Journalist.net

1300–1330 | **Networking light lunch**

## Why Attend?

- Learn from global leaders in journalism and factual storytelling
- Develop new skills in interviewing, reporting, and editorial judgement
- Share experience with peers from across the international media landscape
- Be inspired by real stories from journalists on the front line



## Practical Information

- ❑ Venue: Park Hyatt London River Thames, Vauxhall – nearest Underground stations are Vauxhall (Victoria Line) and Nine Elms (Northern Line). Vauxhall rail station with services from London Waterloo is also moments away.
- ❑ Date: Friday 14 November 2025
- ❑ Time: 1000–1330
- ❑ A light lunch will be provided after the sessions, with the opportunity to network with speakers and other participants

## Register Now

Places are limited for the Masterclass.

### Fees

As a not-for-profit organisation, the AIB has to cover its costs of staging events such as the Masterclass. We strive to keep all fees as manageable as possible to allow as many people to attend as possible. People registered to attend the AIBs 2025 Gala Dinner are entitled to a reduced rate.

Individual place	£150 plus UK VAT (£180 including 20% VAT)
Registered AIBs dinner attendees	£96 including VAT (£80 including 20% VAT)



Secure your seat today:  
scan the QR code or visit  
<https://forms.office.com/e/PJRKVX4iSg>

