



4M Caucasus Project Supporting online media

#4M Caucasus

1st Collective session September 7th to 11th 2015 Tbilisi - Georgia

Digital media in Caucasus: how to maximize our audience, and
find new way of revenues?

Monday, September 7th

8.30 - 09.00 : Participants' arrivals and welcome coffee

9.00-9.30: Welcoming introduction (CFI) [*Sophie Le Bars & Pierre Boucaud*]

- Few words on the #4MCaucasus program: what? who? where? why? how?
- Introduction of the 5 days program
- Introduction of the next presentations

9.30-10.00: Charter 97's presentation [*Charter 97 & Julien Le Bot*]

- Quick presentation: analytics, editorial mission, news organization, source of revenues
- Presentation of the work between CFI and Charter 97: before/after
- Expectations for development in the next 6 months-one year

10.00-10.30: Civilnet's presentation [*Civilnet & Pierre Boucaud*]

- Quick presentation: analytics, editorial mission, news organization, source of revenues
- Presentation of the work between CFI and Civilnet: before/after



- Expectations for development in the next 6 months-one year

10.30-11.00: Hetq's presentation [*Hetq, Yann Guegan & Cyrille Frank*]

- Quick presentation: analytics, editorial mission, news organization, source of revenues
- Presentation of the work between CFI and Hetq: before/after
- Expectations for development in the next 6 months-one year

11.00-11.30: Netgazeti's presentation [*Netgazeti, Cedric Motte & Olivier Laurelli*]

- Quick presentation: analytics, editorial mission, news organization, source of revenues
- Presentation of the work between CFI and Netgazeti: before/after
- Expectations for development in the next 6 months-one year

[Lunch break]

14.00-18.00: Workshop#1: Digital Security [*Olivier Laurelli*]

Olivier, CEO of Toonux (privacy and web security) and co-founder of reflets.info, is an expert of digital security. He will explain how newsroom could and should protect against digital threats and share with us the main digital security tools (encrypted chat, email, password management...).

[Free evening]

Tuesday, September 8th

8.30 - 09.00 : Participants' arrivals and welcome coffee

9.00-13.00: Workshop#2: Data journalism [*Yann Guegan, Cyrille Frank & Hetq*] - Part 1

Yann is a trainer and a veteran data journalist. He will explain us how our newsroom can easily use data, and will give us some tools and some advice in order to find the right sources. Hetq will show us how they use data in their newsflow. And the participants could use data tools in practical sessions.

[Lunch break]

14.30-18.00: Workshop#2: Data journalism [*Yann Guegan, Cyrille Frank & Hetq*] - Part 2

[Free evening]

Wednesday, September 9th

8.30 - 09.00 : Participants' arrivals and welcome coffee

9.00-12.00: Workshop#3: Social Media, how to optimize our social networks strategy ?
[Cyrille Frank & Hetq]

Facebook is becoming the first audience channel and the first distribution platform in Caucasus, but however it is not so easy for the publishers to use it and to deal with this platform. Cyrille Frank, media consultant & CFI's expert, will explain us how to optimize the Facebook distribution of our content, how to monitor it (analytics...), and will present other social networks (Twitter, Snapchat, Instagram, WhatsApp...). Cyrille will manage this workshop with Hetq.

[Lunch break]

14.00-16.00: Workshop#4: Live journalism [Civilnet & Pierre Boucaud]

Pierre, media consultant & CFI's expert, will present with Civilnet the different tools for covering live events:

- Live blogging (coveritlive/scribblelive, storify...)
- Live tweet
- Live broadcast : Youtube, Periscope, Meerkat

Civilnet will show us how their newsroom used all these live tools for covering all the Armenian genocide 100th anniversary events.

16.00-18.00: Q&A between CFI and media participants

In the half of the meeting, CFI and media participants will make a first point about their common work in order to check if what we propose in term of format and content meet the expectations of the participants, and to engage the discussion about the first step of a future collaboration.

20.00: Diner organised by CFI

Thursday, September 10th

8.30 - 09.00 : Participants' arrivals and welcome coffee

9.00-12.30: Workshop#5: New investigative reports & editorial tools [*Julien Le Bot & Charter 97*]

Julien Le Bot, journaliste and CFI's expert, will give the audience a global panorama of the main trends regarding investigative reports. And we will make a case study with "Inside the Belarus Networks", published in 2014 by France 24 and Charter 97 thanks to the support of CFI and The Journalism Fund.

[Lunch break]

14.30-18.00: Workshop#6: Business models: how to develop new revenues? [*Cedric Motte, Netgazeti*]

Cédric Motte, journaliste & CFI's expert, will share with us some original ideas to develop new source of revenues (advertising, paid content, production, training, crowdfunding...). What is the business model canvas? A tool to support decision-making. How to use it? And Netgazetti will detail their « native advertising » strategy that they have launched with the help of Cédric.

[Free evening]

Friday, September 11th

8.30 - 09.00 : Participants' arrivals and welcome coffee

9.00-12.00: Workshop#7: How to create a mobile newsroom? [*Robb Montgomery*]-Part 1

Robb Montgomery is the founder of the first mobile newsroom in the Media Center of Tbilisi. During all this day, Robb will train us in order to film edit and distribute video content with a smartphone.

[Lunch break]

14.00-16.00: Workshop#7: How to create a mobile newsroom? [*Robb Montgomery*]-Part 2

16.00-18.00: Final restitution [*David Hivet & Pierre Boucaud*]

Q and A between CFI and Caucasian participants: What's next? How can we continue to work together? How these 5 days training will help us to launch new project? And how to manage it?

20.00: Diner organised by CFI