

TURBO CHARGING TV AND CREATIVE PROJECTS USING SOCIAL MEDIA, STORYTELLING AND SOCIAL TV

What 1500 TV Shows can teach you about Social Media and Modern Audiences.

*The Landing
MediaCityUK
21, 22 and 29.01.2016*

This three-day immersive and interactive course will propel you to the forefront of modern media and show you how to leverage social media around a TV programme, creative project or marketing campaign – generating frenzied activity that feeds back and grows the audience.

You will gain a new set of marketing and storytelling skills containing an extensive toolkit that will take you and your employers in profitable directions – to where contemporary audiences are already watching, playing and interacting with each other.

Learn what energises TV programmes between Broadcast and Social networks.

3.1 million users in the UK sent 40.5 million tweets about TV between October 2014 and February 2015: 9 billion impressions were made. Kantar, 2015.

The Offer: Two face-to-face Training Days, One Bespoke Workshop, Three e-learning Modules, leading Guest Speakers and Mentoring plus course materials including the seminal Social TV Powertips currently selling for £75 and the Social Storyteller E-course costing £135.

That's £210 of extra material for FREE

This course is for:

- Independent Production Companies
- BBC and ITV Staff
- Freelancers
- Anybody interesting in understanding modern audiences.

Full participant cost: £150

- BECTU Member Special offer for 4 places only: £50 per participant.
- Bursaries available for 5 places only up to £400 per participant for BAME, People with Disabilities.

Refreshments and lunch will be provided on all training days. Learn how to:

- Leverage social media to improve your TV ideas and pitches
- Start building an audience BEFORE you have sold your idea
- Reach new heights of engagement through interactive storytelling
- Create a Buzz for your creative project or marketing campaign.

Run by Bellyfeel – award winning experts in interactive media, technology and audiences, and Christine Pyke Media – TV Producer with 20 years experience of making programmes for broadcast.

Places are limited

[Click HERE](#) to sign up and for further details of Bursaries* and the course content.

FIND OUT MORE HERE

