



Social Media & Youth NGOs Empowerment

How to Use Social and Audiovisual Media to Empower Youth and Youth Organizations?

Marrakech-Morocco 22-26th May 2017

Powered by:



Seminar's Aim:

The aim of this seminar is to master the use of the new media for youth work and for entrepreneurs in the service of promotion programs and business, we believe that we will achieve this by analyzing, accessing and creating social and audiovisual medias, through including all format of audiovisual such as TV, cinema, photo or a video communication and social media in addition through the social media basically the web-communication,

Objectives:

- To use media literacy and new media as a powerful tool in entrepreneurs world;
- To practice working with media in group context;
- To use media for process-based youth projects and organizations;
- To foster a holistic approach for entrepreneurs and organizations, which combines working with the prospect customers/follower's social, physical, emotional and spiritual intelligences
- To broaden youth workers' experience of different kinds of media form and content to encourage innovation & creativity
- To develop specific skills in new media (creating)

Outcomes:

- We will learn effective, powerful methods for using media in business and organizations;
- We will participate in processes of media making in teams;
- We will have the chance to express personal-universal messages with videos and digital photography;
- We will have an overview of what is media literacy and how it can be useful for working with youth in any context;
- Participants learn to analyze popular media and cultural messages as part of their media literacy critiques and work on developing positive, affirming alternatives.

Methodologies:

This seminar is based on the method of learning by doing, different non-formal learning techniques will be used, among them: games, simulations, theoretical input followed by active experiences and reflection, small group work, individual goal setting, sharing of experiences in the large group.

Provisional program:

| | 21 May | 22 April | 23 April | 24 April | 25 April | 26 April |
|--------------------------|--------|--|--|---|----------|--|
| Session's Purpose | | Introduction and Warming-Up To Media | Speaking in Images: <i>Visual Language</i> | Social Media for decision makers | | |
| Aims | | To share experiences, intentions To define common and individual goals and outcomes | To develop visual language competence To practice team work and self-expression using visual language | Reflect on how media can affect the strategic decision of a business or organization and how to adapt and make decisions and stimulation sessions | | |
| Time | | 10 :00 – 12:00 | 10:00 – 12:30 | 10:00 – 13:00 | | |
| Session Name | | <i>To become aware of the playing field of media & getting the (audience) response you want</i> | Action Plan or Proposal? | Preparation of The Closing | | Preparation of the final Project and closing ceremony |
| Aims | | <i>Working with Media and Media Literacy in the profit and non-profit sector</i> - Overview of what media exists and what purposes it serves - Learning by doing, activities with the tools of media creation - To offer a creative skills workshop (learning by doing) for planning, story development and the message you are sending | Making the best of new ideas in teams and organizations: practical trouble-shooting and sharing of plans for more media in youth work Setting-up support groups | Setting atmosphere, groups are going to develop and finalize their projects | | |
| Time | | 13:30 – 15 :30 | 13:30 – 16 :00 | 14:00 – 16 :00 | | |
| Session Name | | Power of inbox | Power of story telling | | | |
| Aims | | Reflect on the importance on engaging prospective customers in dialogue through the email and developing an effective mailing using social media communication | Building an effective campaign using media for youth projects and organization using video and storytelling | | | City Tour |
| Time | | 16:00 – 17 :15 | 19:30 – 21:00 | 16.30 – 18.00 | | |

Arrival Day

Departure

Participant's Contribution:

We want to keep the expenses for participants as low as possible so everyone can participate. We realize that still for many individuals the travel for international participants and participation fee can be a big investment. We invite you to be creative with it, if you think this training is for you do not let the money be an obstacle to give yourself this experience.

| | Resident Participant |
|---------------------------|----------------------|
| Early bird payment | 250 euro |
| Accommodation and pick up | ✓ |
| Local transportation | ✓ |
| Meals and breaks | ✓ |
| Seminar's Handout | ✓ |
| MPM Pass(Certificate) | ✓ |
| Closing ceremony | ✓ |

PS: the contribution doesn't include the flight tickets

Where:

Marrakech Morocco, the exact venue going to be announced by email.

Why Participating:

- ❖ Intimate setting: limited to 30 people approximately, encouraging interaction between speakers and participants;
- ❖ Attendees benefit from prominent speakers, their knowledge and latest research;
- ❖ Share business networks with peers from around the world;
- ❖ Meet regularly during these yearly expert seminars to exchange latest results and developments.

Any assistance:

- ❖ MasterPeace Morocco
- ❖ morocco@masterpeace.org
- ❖ www.seminars.mpmaroc.ma