

## **Immersive Experiences Days 1-5**

### **Print and Digital Journalism**

- Receive coaching from experienced journalists from The Guardian, The BBC and more on how to structure an engaging story with speed, accuracy and that all-important angle
- Breaking news! You are the lead journalist on a breaking story
- Work under pressure to verify the facts, find your angle and craft your story
- Learn the craft of journalistic writing, creating engaging headlines and editing for impact
- Will your story go viral? Maximise the impact of your story by utilising social media

### **Investigative Journalism**

- Discover how investigative journalists who worked on international scandals such as the #MeToo movement and the Panama Papers use state-of-the-art tools to unearth stories
- You've just received a tip-off: use your investigation skills to follow leads and uncover the truth
- Receive powerful interview coaching by expert investigative journalists
- Explore the ways journalists work with sources: gaining their trust, protecting anonymity and reporting accurately
- Interview a key source relating to your investigation in an immersive interviewing simulation

### **Broadcast Journalism**

- Record your own piece of on-the-ground broadcast journalism
- Go into the field and gather all the components that bring a story to life for viewers
- Receive coaching on the art of improvisation from experienced correspondents
- Visit a state-of-the-art news studio and discover how your daily news is made
- Become a primetime newsreader and present the evening news in a simulated studio
- Receive coaching from award-winning broadcast journalists on staying calm, collected and in control

### **Enter the Editing Suite**

- Visit to a high-tech editorial suite and learn the digital skills needed to edit your own news stories
- Use the footage from the newsroom and out on the road to create your own high-impact

story

-Become the producer: learn how to manage the news team

-Craft a cohesive news campaign with a compelling narrative, interactive graphics and multi-media coverage

-Premiere your news campaigns: showcase your campaign and receive detailed feedback from a panel of experienced journalists

## **Immersive Experiences Days 6-10**

### **Data Journalism**

-Gain insight into how some of the most established institutions such as the Financial Times, the BBC and The New York Times continue to captivate their audiences

-Delve into the world of data visualisation and learn how it has recaptured readers in the misinformation age

-Use state-of-the-art data modelling software to create your own visuals

-Get guidance and coaching from top names in the emerging field of data journalism

-

### **Sports Journalism**

-Explore the specific skills needed to report on live events

-Understand the roles of reporter, broadcaster, and commentator

-Explore how the top sports journalists transport their viewers into the stadium

-Into the commentator's booth: learn how to tell a captivating story to make the game a memorable event

### **Political Journalism**

-Meet the professionals who shape your political opinion and learn how they've fostered relationships within Westminster

-Witness a news story transition from concept to delivery

-Examine how political correspondents scrutinise politicians and their media team

-Learn the artistry of interviewing media-savvy politicians

-Discover how to craft a story when faced with political spin and legal limitations

-Put the politicians through their paces in a live broadcasting simulation live from

Parliament Square

-Receive live feedback from experts on how they would have handled the challenge

### **Magazine Journalism**

-Meet the team behind an exclusive fashion magazine

-Gain insider insights into the glossy world of magazine journalism

-Devise your own spread promoting a launch by a young designer: how will you showcase their work in an innovative way?

-Learn what makes for an enticing cover article: creative visuals, an intriguing subject, an unexpected angle

-Explore how successful institutions have kept up with changing media trends to keep readers engaged

### **Radio Journalism**

-Tour a cutting-edge radio station

-Discover the personnel and equipment needed to produce top quality talk shows and podcasts

-Take to the mic and address your listeners under the guidance of top radio presenters

-Promote a new artist's debut single using all the tricks of the trade

-Gain feedback on your performance from industry experts

### **Immersive Experiences Days 11-15**

#### **CAREERMAX**

Over the next five days, we will prepare you to outperform others in the race to become a top journalist. You will be given dedicated coaching on how to become a world-class professional in any industry, with training on the most crucial skills that universities and employers are looking for: public speaking, leadership, teamwork, problem-solving, communication, time management and negotiation. Expect hands-on, interactive activities led by professional development experts, to help turn you into a confident young journalist, right now.

#### **Leadership & Teamwork Coaching**

-How you can build a high-performance team

-The most effective styles of leadership you can adopt

-What makes the ultimate team player?

-Inspiring and motivating others

-Leading vs managing

Leadership & Teamwork Challenge: work with your team to try and devise how to create a city fit for human habitation on Mars

## **Public Speaking & Communication Coaching**

-Public speaking coaching by a specialist who trains CEOs

-Perfecting enunciation, tone, pace and body language

-How you can engage an audience and read the room

-The art of persuasion

-How to communicate effectively in a team environment

-Understanding emotional intelligence and using empathy

-Building strong interpersonal skills

-Influencing others

Communication challenge: use your communication skills to guide a blindfolded team member to safety on an obstacle course

Public speaking challenge: critically analyse public speaking performances

## **Negotiation Coaching**

-Understand the art of negotiation and its importance

-How to identify when you are actually in a negotiation

-The typical stages of a negotiation

-Key negotiation styles

-Building relationships

-Key tactics: anchoring, tradeable concessions, commitment tactics, bluffing, injecting urgency, varying pace and more

Negotiation challenge: enter a simulated hostage negotiation scenario. Work with your team to get the hostage released

## **Problem-Solving Coaching**

-How you should approach problems and solve them decisively

-Analytical skills: identifying and structuring problems

-Creative and lateral thinking

-Effective decision-making

-Implementing solutions, analysing results and making changes

Problem-solving escape room: work through a series of complex problems under time pressure

### **Time Management Coaching & Reflection**

-How successful people manage time

-The time management quadrant

-Setting goals, prioritising, simplifying and re-evaluating

-The power of hyper-focusing

-Eliminating distractions

-Practising the '4Ds': doing, deferring, delegating and deleting

-Implementing solutions, analysing results and making changes

Time management challenge: enter a humanitarian crisis simulation. Identify your goals, decide your priorities and execute them under time pressure