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Great North Business Incubator

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***The training starts here, Empower and Perform! Join us for Sustainable Development***

**Development Communication and Journalism Management**

**Training Programme Calendar 2020**

***We also do in house as per your request and Yes we can do it in your backyard. We are flexible with dates as per your needs****.*

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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **5** | **DCJM** |  | **Development Communication and Journalism Management** | | | | | **Course One**  **Development Journalism and communication ( DJC)**   * Effective use of media releases and social media * Speeches that communicate development * The development media environment and channels * Developing Skills in Journalism, for journalists. | | | | 6 Days | 07/09/- 19/09/2020 | **$2550** | | **Course two**  **Rule of Law, for journalists. ( RLJ)**   * Ethics in Journalism and Investigative Reporting, for journalists. * Journalism and Public Relations, for ministry officials. * The development media environment and media channels | | | | 6 Days | 05/10/- 10/10/2020 | **$2550** | | **Course Three**  **Critical Evaluation of Press Releases, advertorials ( CEPRA)**   * Publishing to communicate Development * Need and Impact of development journalism * Evaluating development communication tools * Community journalism and Media Management in development | | | | 6 Days | 02/11/-06/11/2020 | **$2550** | | **Course Four**  **Setting up a communication strategy for development communication ( SCSDC)**   * Assessing Development Communication * Development journalism theory and Practice * Broadcasting and development Communication | | | | 6 Days | 23/11/- 28/11/2020 | **$2550** | | **Course 5 :**  Journalism and Public Relations, for government Officials  Setting up a communication strategy for development communication | | | | 6 Days | 01/09- 05/09/2020 |  | | **Course 6 : The world of Journalism**  The history of media and free press  The role of new technology  The role of the journalist today  New Stories  How to write new stories  The importance of the Introduction  How to find the right angle  Interviewing  Developing interviewing techniques  How to ask the right questions  Preventing the pitfalls  Law- What is defamation  What is copyright  The legal pitfalls for today’s journalists | | | | 6 Days | 12/10/-17/10/2020 |  | | **Course 7 :** TV and Radio  The role of radio, TV and the Internet  How the radio/ TV newsroom work  Writing your news bulletin  Writing skills- Improving your writing  What is house style  How to file copy  Features and Specialisms- how to plan and write a feature  How to write a press release  The role of the photo-journalist  Courts – The structure of the courts  How to write a safe court story  What are inquests | | | | 6 Days | 07/12/- 13/12/2020 |  | |  | | | |  |  |  | |  | | | |  |  |  |   **Registration Form**   |  | | --- | | **PLEASE COMPLETE THIS FORM AND EMAIL BACK TO** [**JOSEPH@GNBI.ORG.ZA**](mailto:JOSEPH@GNBI.ORG.ZA) **TO SUCCESSFULLY COMPLETE YOUR BOOKING** |     **Company Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Country\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Tel Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| |  | | --- | | **DELEGATES DETAILS (PLEASE FILL IN USING BLOCK CAPITALS)** |   **1st Delegate Details:**   |  |  |  | | --- | --- | --- | | **Title:** | **Surname:** | **First Name:** | | **Job Title:** | **Email: (Required)** | **Telephone:** | | **2nd Delegate Details:** | | | | **Title:** | **Surname:** | **First Name:** | | **Job Title:** | **Email: (Required)** | **Telephone:** | | **3rd Delegate Details:** | | | | **Title:** | **Surname:** | **First Name:** | | **Job Title:** | **Email: (Required)** | **Telephone:** | |
| |  | | --- | | **AUTHORIZATION** |  |  |  |  | | --- | --- | --- | | **Title:** | **Surname:** | **First Name:** | | **Job Title:** | **Email: (Required)** | **Telephone:** |   **Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **(This booking is not valid without a signature)** |
| **TERMS AND CONDITIONS**  **1. Payment Terms:** On the return of the registration form, full payment is required within 10 working days.  Payment must be received prior to the conference date Great North Business Incubator reserves the right to refuse entry into the conference should full payment not have been received prior to this date. Cancellation will be charged under the term set out below.  **2. Cancellations, No shows & Substitutions:** Cancellations received in writing more than 21 days prior to the event being held carry a 50% cancellation fee. Should cancellations be received between 21 days and the date of the event, the full conference fee is payable and non –refundable. Non- payment or non-attendance does not constitute cancellation. No show will be charged the full registration fee. Cash alternatives will not be offered, however, substitutes at no extra charge are welcome.    **3. Alterations to advertised package**: Great North Business Incubator reserves the right to alter this programme without notice or penalty and in such situations no refunds or part – refunds or alternative offer will be made. Should Great North Business Incubator permanently cancel an event, for any reason whatsoever; the Client shall be provided a credit of the equivalent amount paid towards the cancelled event. In the case of a postponed or cancelled event, Great North Business Incubator will not be responsible for covering airfare, accommodation, or other travel cost incurred by Clients.  **4. Copyright:** All intellectual property rights in the materials distributed by Great North Business Incubator in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited. |