



HOW TO GET BROADCASTING COVERAGE FOR YOUR BRAND'S SPORTING ACTION?

SPORTS BROADCASTING WORKSHOP HOW TO GET BROADCASTING COVERAGE FOR YOUR BRAND'S SPORTING ACTION?

TIME	SPEAKER'S NAME	DETAIL OF ACTIVITY
08h30-09h00		TEA ON ARRIVAL
09h00-09h10	Programme Director - SRSA Rep.	Welcome and Introductions
09h10-10h10	Session 1: Speaker 1 - Media Strategist	HOW BIG IS SA'S SPORTING LANDSCAPE? <ul style="list-style-type: none"> An overview of the latest statistics on media platforms & respective reach. A demographic profile of a South African sports consumer (across TV/Radio/Print/Social Media) Noticeable trends in media consumption of sports by SA consumers
10h00-10h15	Session 2: Programme Director	GROUP SYNDICATE ASSIGNMENT OUTLINE TO PARTICIPANTS: "SELL YOUR SPORT CONTENT TO A BROADCASTER" Group project brief & topic will be unpacked to workshop participants Groups will be assigned An outline of expected outputs in the presentation will be provided An outline of the panel who will be judging the presentations will also be unpacked. The need to be cognisant of the next speakers as they hold key information in project execution will be advanced
10h15-11h00	Session 2: Speaker 2 - SABC Representative	DEVELOPING A SUCCESSFUL SPORTS-CONTENT BROADCAST PITCH FOR SABC: What steps must be following in packaging a sports-content broadcast-ing pitch What ingredients make a successful pitch presentation for your brand's sport-content
11h00-11h30	Session 3: Programme Director	WORKSHOP PARTICIPANTS DISCUSSION OF PRESENTED TOPIC
11h30-12h45	Session 3: Speaker 3 - DSTV Representative	DEVELOPING A SUCCESSFUL SPORTS-CONTENT BROADCAST PITCH FOR DSTV: What steps must be following in packaging a sports-content broadcast-ing pitch What ingredients make a successful pitch presentation for your brand's sport-content
12h30-13h00	Session 4: Programme Director	WORKSHOP PARTICIPANTS DISCUSSION OF PRESENTED TOPIC
13h00-14h00		WORKING LUNCH SESSIONS IN SYNDICATES
14h00-15h30	Session 5: Syndicate Preparations	PARTICIPANTS IN SYNDICATES PREPARING PITCHES
15h30 - 16h30	Session 6: Panel Presentation by Syndicates	SABC, DSTV, SRSA, MEDIA HOUSE representatives will sit through presentations by syndicates selling their concept to them and getting real-life feedback.

END OF WORKSHOP