

Project “Media-Tech: the future of media industry using innovative technologies”

Lifelong learning Programme, Leonardo Da Vinci – Transfer of innovation project



The main goal of the Media-Tech Project is to provide a training package dedicated to communication professionals, in order to help them maintain the edge of the constant changes in information technology. The course is intended for professional communicators (from journalists to P.R. specialists) and it will include theoretical applications, guides and case studies, with the aim of improving the use of innovative technologies in traditional media.

Project milestones:

- Identification and analysis of the participants' training needs;
- Selection of 30 participants per Country (Italy, Spain, Greece, Cyprus);
- Development of the training package based on the sector's needs;
- Actual training carried out and feedback gathered from the participants;
- Creation of the final version of the training package based on the results of the pilot group.

For the preparatory questionnaire more than 40 people were involved in Italy. EA Media Solutions developed the training package based on their answers and needs. It is complet now and it will be done by 30 participants in every Country after the London meeting (16, 17 of july 2012).

Project goals

- To help communication professionals acquiring new skills to spend in the job market;
- To study the impact of information technology in selecting and producing news;
- To sustain European firms facing the constant changes of the media sector;
- To identify the fittest social media for the peculiar target audience of a firm;
- To help the media industry players understand their audience and speak with it;
- To help media firms find a new approach for the digitalized society.

Project period: October 2011- November 2013.

Project website: <http://mr-developer.com/mediatech/mediatech/>

Coordinator: Sigma Radio Tv, Cipro (www.sigma.com.cy)

Partner:

United Kingdom: EA Media Solutions (www.eamediasolutions.co.uk)

Spain: Instituto de Formacion Integral (www.ifi.com.es)

Cyprus: GrantXpert Consulting (www.grantxpert.eu)

Greece: Athens Technology Center (www.atc.gr)

Italy: Gruppi di Solidarietà Internazionale (www.gsitalia.org)