

LET'S ORGANISE, INVEST IN YOUTH & SKILLS

11 & 12 May 2015, Copenhagen

PROGRAMME

WORKSHOP FACILITATORS: Yuk Lan Wong (EFJ) & Louise Theils (DJ)

Monday 11 May 2015

08:45 – 09:10 Registration

09:15 – 9:40 Introductory Session

Mogens Blicher Bjerregård, EFJ President
Renate Schroeder, EFJ Director

09:40 – 10:00 **Job losses vs job growth: What is the trend in jobs and skills in journalism?**

An overview of the labour market in the media and job losses/trends in the media.
Where are the new jobs in journalism?

Mark Spilsbury, Creative Skillset, UK
Karel Cornelis, Deputy Editor-in-chief, De Correspondent

Yuk Lan Wong, interviewer

10:00 – 10:45 **Working Group 1 – Five steps to restore sustainable jobs in European media**

How do unions adapt to the changing job market in the media? What is the future for journalists' unions in a changing media landscape? What strategy do they (need to) develop?

Participants will be divided into 2 groups and come up with a list of five key ideas or recommendations that can be implemented in their organisations.

Facilitators: Renate Schroeder
Andreas K. Bittner, Deutscher Journalisten-Verband (DJV)
Yannis Kotsifos, Journalists' Union of Macedonia and Thrace Daily Newspapers (ESIEMTH)

10:45 – 11:00 Coffee break & exhibition

- 11:00 – 11:30 Recruitment strategies: How to reach out to the youth and new types of workers?**
- How to navigate between legal barriers and professional standards to get new members?
- Mogens Blicher Bjerregaard**, Danish Journalists' Union (DJ)
Mustafa Kuleli, Journalists' Union of Turkey (TGS)
Eva Werner, Deutscher Journalisten-Verband (DJV)
Stephen Spence, Equity, UK
- Mehmet Koksall**, EFJ, Interviewer
- 11:50 – 13:00 Working Group 2 – 10 tips on recruitment**
- What are the best practices in reaching out to new members (youth and other media workers) in order to sustain growth within the union?
- Challenge:** Take action on your own recruitment strategy
- Participants will be divided into small groups (3 – 5 people a group) to exchange and discuss following the presentation of the Danish recruitment strategy.*
- Facilitators: Renate Schroeder
Louise Theil, DJ
Yuk Lan Wong, EFJ
- 13:00 – 14:30 Lunch**
- 14:30 – 15:15 Recruitment as a lifetime investment: how to (also) think the union as a business and how to make your members loyal to the union at the same time (inspiration from fundraising strategies in humanitarian organisations)**
- Søren Anthon Buhl**, Red Cross, Denmark
- Q & A**
- 15:15 – 15:30 Stijntje A. Hallink**, Business Director, NVJ
- 15:30 – 15:45 Coffee break**
- 15:45 – 16:45 Working Group 3 - How can the union help members making a career?**
- What is a career? How do we help members maintain their market value and employability? What services do we need to provide as unions in order to help members on their employability? And also how can we help members in maintaining their market value?
- The workshop will be divided into 20 minutes presentation, 20 minutes group-work and 20 minutes presentation/evaluation.*
- Facilitators: Renate Schroeder
- Mads Løkke Rasmussen/ Career Consultants**

16:45 – 17:30 **Summary and group preparation of their presentations for “sharing and learning”**

17:30 **End of Day I**

18:30 **Dinner**

Location to be confirmed

Tuesday 12 May 2015

09:00 – 09:20 **Registration**

09:20 – 11:30 **Sharing and learning**

Each working group will share the outcomes of their discussion and present their own working plans.

11:30 – 12:00 **Conclusion: What’s the next step?**

Mogens Blicher Bjerregård, EFJ President
Yuk Lan Wong, EFJ Policy and Project officer

12:00 – 13:00 **Lunch & Departure of participants**