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Call for applications

International Course Training the Trainers 2012

Course dates:	May 14 th – June 22 nd , 2012 (6 weeks)
Media:	Radio/ Television and Internet
Type of Diploma:	Certificate
RNTC application deadline:	15 th September, 2011
NFP online application deadline:	1 st October 2011(NB deadline paper applications: 1 st Sept.)
Deadline non fellowship applicants:	February 28, 2012
Procedure:	See special info sheet (attached)

Course Aim

To strengthen the capacity of trainers, training organisers and educators working in or for the broadcast sector to assess training needs and design, develop and deliver effective and efficient training solutions.

New training solutions for the broadcast sector

Worldwide, the broadcast industry is undergoing radical change. The pace of technological innovation is breathtaking. The digitalisation of information is forging new types of media. Private broadcasting companies, local, national, regional or global, are mushrooming. Competition is increasing. Professional mobility is on the rise and new staff is employed every day. Moreover, there are a growing number of non-traditional media-professionals (e.g. from non-governmental organisations, international organisations and national ministries.)

These changes have brought about a reassessment of the important contribution of training to the viability of broadcasting organisations. At the same time, however, the nature and pace of the changes make heavy demands on the existing training resources of broadcasting organisations. These resources are faced with a run on their services, a growing demand for a wider range of training topics, an increasingly heterogeneous client group and a clamouring for new types of training delivery. And, notwithstanding the renewed interest, budgets allocated to training are under pressure.

In the light of these developments, trainers, training organisers and educators, working in or for the broadcasting industry in developing countries, have to review, explore and exploit traditional and new methods of organisation, design and delivery of training activities. New training solutions are needed.

Methodology: learning by doing

The course will focus on the knowledge, skills and attitudes a trainer, training organisers and/or educators need to organise, design and develop effective and efficient training solutions for their organisation. Participants will become familiar with instruments to analyse the broader environment and to formulate the contribution training can make to organisational development as well as



improved staff performance. Key concepts in training and education, such as learning objectives, (adult) learning styles, teaching methods, lifelong learning and the learning organisation will be analysed and explored. Participants will learn different techniques for assessing learners and learning needs and for formulating appropriate learning objectives.

Participants will become aware of the important difference between different types of learning objectives. The advantages of individual and collaborative learning will be further explored. Attention will also be paid to extending the expertise and services of trainers, training departments, training centres and mass communication faculties to non-traditional clients, such as ngo's and ministries. The translation of the training objectives into specific training solutions (i.e. training activities that suit the needs and possibilities of the individual learner as well as the possibilities and limitations of the trainer/training organiser/educator) will form the heart of the course.

Participants will be exposed to different methods for training delivery, such as traditional classroom-based training, as well as more innovative methods such as coaching, mentoring and computer and network facilitated learning. During the course, participants will design and develop training solutions that are relevant to their own organisation and working situation. The course will emphasize the importance of exchanging knowledge and experience with the other participants.

These training solutions will enable broadcast organisations to meet the challenges of increased competition, technological change and professional mobility and to improve the quality and appropriateness of their output.

Target group

The course is designed for mid career trainers, training organisers and educators working for broadcasting organisations, training providers (departments, centres, institutes), schools of journalism and broadcasting, or media and communication departments at universities.

Information

To find out more about other requirements or the selection procedure, visit our website www.rntc.nl.