

Production

# Connecting with Contributors and Audiences

## Dates & Venues

ITF short courses are run at venues around the UK. For dates and locations visit the website or email [bookings@indietrainingfund.com](mailto:bookings@indietrainingfund.com)

All venues have disabled access

## Times

Register from: 9.45am  
Session: **10am**-5.30pm

## Max. attendees 10

Maximum of two delegates per company.

## Eligibility

ITF courses in London are open to \*ITF members, Pact members and freelance industry professionals with two years proven work experience.

ITF courses supported by additional funding from national and regional agencies are open to industry professionals from the relevant region. Please note our courses are not suitable for students or new entrants.

## Cost

Fees are listed on the website [indietrainingfund.com](http://indietrainingfund.com)

## More info

\*Find out more about the Indie Training Fund and how to become a member: [indietrainingfund.com](http://indietrainingfund.com)

A unique one-day workshop that offers a combined approach to finding great contributors and getting in touch with your audience.

Social networking is the most dramatic change in audience behaviour since the original growth of the web over 15 years ago. Awesome though the internet and email are, the importance of more personal contact via the telephone can be overlooked. This session is all about communicating effectively across different platforms.

## Content:

- How to harness practical social media and internet tools to find stories and access information about people, places and organisations
- How and why to use blogs and social networking platforms like Facebook, Twitter and LinkedIn
- Overcoming “phone-fear”. Good telephone technique is vital to building relationships with people and can help you get that vital piece of information or elusive contributor. This includes: techniques for listening and interviewing, understanding voice, tone and use of language for maximum effect, projecting a more positive and assertive manner, establishing rapport and handling awkward situations

## Who’s it for?

Anyone involved in production and development, including runners, researchers and APs, who want to develop their skills in communicating with contributors and audiences.

## The tutor:

Pam Relton is one of the UK’s leading media trainers. A member of the CIPD and a professionally qualified trainer and consultant, her clients include BBC Academy, Indie Training Fund, ITV, Skillset, Endemol and other leading TV companies. She also works internationally with professionals in film, scriptwriting, animation and cross platform teams. Pam worked for the BBC for 15 years as a TV researcher and broadcast journalist. Her career in TV has ensured she has wide practical experience of content production, and she draws on this expertise in her training events through the use of stories, analogies and real examples.

## Booking:

To find dates, check availability & to book visit [indietrainingfund.com](http://indietrainingfund.com) or contact: [bookings@indietrainingfund.com](mailto:bookings@indietrainingfund.com)

Developing a skilled workforce for the UK independent TV production sector

