

# DIGITAL BOOT CAMP

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In an Adelaide first, we're offering an exclusive opportunity to learn from some of the greatest digital innovators from around the country, in partnership with the Walkley Foundation.

## **Social Tales**

*with Greg Barila*  
*Friday 29 May*

**10am - 1pm**

## **Social Brand Building**

*with Sarah Keenihan*  
*Friday 29 May*

**1pm - 4pm**

## **Future Friday Panel**

*with special guests*  
*Friday 29 May*

**5.30pm-  
7.30pm**

## **Multimedia Storytelling**

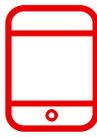
*with Katrina McLachlan*  
*Saturday 30 May*

**10am - 4pm**

Cost:

Two days: \$180 members (\$260 non members)

Panel: \$15 or FREE with two day pass



# DIGITAL BOOT CAMP

In an Adelaide first, we're offering an exclusive opportunity to learn from some of the greatest digital innovators from around the country, in partnership with the Walkley Foundation.

The Digital Boot Camp will provide a comprehensive overview of the digital media industry plus practical tutorials in the web tools, apps and techniques being used right now by adventurous multimedia journalists and in newsrooms across the world.

People with a digital media skillset are now in high demand across all industries and ever present social media creates endless journalistic opportunities. This weekend will be dedicated to aspiring and experienced journalists and writers who want to make the digital leap as well as anyone who wants to learn how you can best use these tools and platforms to communicate what you have to say to a really broad audience.

## Social Tales

*with Greg Barila*

*Friday 29 May*



In this informative session with leading journalist and online editor, Greg Barila, you will learn how to use social media as an effective tool for storytelling and reporting.

Explore ways in which you can monitor social media lists and feeds to discover story ideas and map trends, connect with great sources and tell engaging narratives over platforms such as Twitter or Instagram.

You'll learn insights about your audience which will enhance effective strategies for amplifying your work via social media. Greg will also teach you which tools work best for which kinds of stories – and tips for gathering good quality pictures, video and audio, even if you're using your mobile phone! Additionally, you'll be shown tools for measuring audience and engagement.

## Social Brand Building

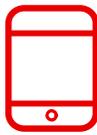
*with Sarah Keenihan*

*Friday 29 May*



How can a writer/journalist best use social media tools like Twitter, Facebook, LinkedIn, Vine, videos and blogging to present a strong online presence that builds and reinforces your brand. We're all busy, so we'll be focussing on strategies for efficiency – cross posting, scheduled posts, and using tools like TweetDeck – making sure social media works for you and doesn't create more work!

Special member rates for SA Writers Centre and MEAA members available. Bookings via [www.sawriters.org.au](http://www.sawriters.org.au) or [admin@sawriters.org.au](mailto:admin@sawriters.org.au) or 08 8223 7662. Participants should BYO smartphone, tablet or laptop; and have their social media accounts handy.



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### Future Friday Panel

5.30pm -  
7.30pm

*with special guests*

*Friday 29 May*

Future Fridays are the Walkley Foundation's iconic series of talks on the state of the industry, craft and technology of journalism. Join us in an Adelaide first for a discussion on innovation featuring a selection of the best digital innovators and industry leaders. Future Fridays are the perfect way to cap off your week with some inspiration, development and professional networking. We welcome you to this ground breaking conversation where you will get practical takeaways from various facets of modern media making as well as time to network afterwards at our industry mixer.

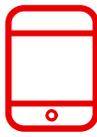
### Multimedia Storytelling

10am -  
4pm

*with Katrina McLachlan*

*Saturday 30 May*

Incorporating multimedia – images, audio, video, even interactivity – can make a simple story dazzling. But how do you plan a story that runs across multiple social platforms, managing your time and the over arching narrative effectively? We explore accessible multimedia production as well as structure and planning whilst looking at best practice examples coupled with hands on exercises. Participants will also hear from storytellers about how to best use multimedia elements like images/photography, and audio/podcasting, with special guests from Stories Well Told and photographer Brenton Edwards.



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### ABOUT THE PRESENTERS

#### Greg Barila

Greg Barila is the social media editor at The Advertiser, published by News Corp Australia. Greg began his career in radio in Mildura and moved to Adelaide in 2002 to complete a Masters degree in journalism and communications. In 2003 he began a career in newspapers as a reporter at Messenger. In 2006 he took the leap into digital journalism, taking a job as InDaily's second only online editor and writing long news features for the now defunct Independent Weekly. In 2008 he was named Best Print Journalist at the SA Media Awards and returned to News Corp to take up the job of Messenger's first ever online editor. In 2010 he was seconded to News Corp's headquarters in New York where he spent a year researching and writing about new tools and trends in digital journalism, social media, broadcasting, TV, film and book publishing.

#### Sarah Keenihan

Sarah Keenihan is a freelance science writer based in Adelaide, South Australia. After 15 years working in immunology research and science communication in Australia and Indonesia, she launched her freelance writing career in 2012 through a daily blogging project called Science for Life.365. With clients now including digital news sites, magazines, universities, government departments and communication businesses, Sarah is passionate about the role social media can play for personal branding and building an engaged audience.

#### Katrina McLachlan

Katrina McLachlan has 25 years experience as a working journalist and editor and 15 years as a journalism educator at the University of South Australia. Katrina is passionate about news and storytelling and she works hard to stay up to date with the latest industry tools and skills needed to ensure success in the age of digital storytelling. Katrina has been a judge of the South Australian Media Awards for six years and a member of many professional organisations, so she's always learning from the best in the industry. The culmination of all her experience and knowledge has led her to establish an innovative and entrepreneurial digital journalism site and business two years ago – Stories Well Told.