

"Global Initiative for Transition of Media Students into Media Persons"

1) Overview

[The Emirates News Agency – WAM](#) in collaboration with the [Global Media Congress](#) will launch a program called “**Global Initiative for Transition of Media Students into Media Persons**” as part of its social responsibility toward next generation of media practitioners. This initiative will be introduced during the second edition of the Global Media Congress, further emphasizing its commitment to the cause.

The initiative aims at inviting 100 students from media schools from around the world to participate in and benefit from the features of the global media congress. The purpose of this initiative is to provide students with the necessary skills and knowledge that will help their future career.

The program will consist of various training modules and workshops that will facilitate smooth transition from studentship to a professional career. The media industry is rapidly evolving, and it can be challenging for media students to navigate the transition from their academic studies to jobs in the media.

2) Goals and Objectives

- To equip media students with the practical skills and knowledge required to succeed in the media industry.
- To provide media students with a strong foundation of trends and practices in the industry.
- To develop students' soft skills such as communication, teamwork, and adaptability.
- To provide students with networking opportunities with media professionals.
- To provide students with a sharp understanding of the latest technologies through exposure to exhibitions, innovations hubs and creative stage at the Global Media Congress.

3) Initiative Format

The initiative will be conducted over 3 days from the **14-16 of November 2023** and will be delivered through a combination of workshops, and sessions in addition to exposure to the latest media industry trends through the exhibition and in-person assignments.

- **Invitation to a Global Media Congress:** Students will be invited to attend a global media congress that takes place during November
- **Workshops and Keynote Speeches:** Students will attend workshops and keynote speeches that cover different aspects of media industry
- **Networking Opportunities:** Students will have the opportunity to network with media industry leaders and experts, as well as other aspiring media professionals.
- **Certification** All participating students will be issued a certificate based on their attendance and performance in the workshops.

4) Incentive Program

Students will be granted the opportunity to participate in the Emirates News Agency's incentive program, which will motivate them to attend sessions and workshops and actively engage in discussions.

- The students will be asked to submit, post GMC, a video, feature, or article on the topics discussed in the workshops or sessions they participated in.
- The advisory board members will review all submissions, and the three top-ranked entries will receive prizes from the Global Media Congress.

5) Selection Criteria

- Once we receive applications from students, we will choose the suitable candidates based on their bio and academic profile.
- No more than two students will be chosen from one school.
- Only final year students with good academic records are eligible to apply.

6) Fee:

The program will be free for selected students. Emirates News Agency will cover the cost of travel, accommodation, and registration fees for the global media congress.