



Transgender
Equality
Network
Ireland

Speaking Up! Trans Media Training

Friday 24th Feb 2012

Carmichael Centre for Voluntary Groups, North Brunswick St., Dublin 7

Speaking Up! Trans Media Training is part of the EU funded Grundtvig Learning Partnership "Page One- Improving Strategies for Non-Discriminatory Media and Public Representation of Transgender in Europe."

Participants will develop new skills, gain useful tools and build confidence in dealing with the media. You'll also have time to network with individuals from trans organisations from Italy (MIT- Movimento Indetita Transessuale), Germany (TransInterQueer), Switzerland (Transgender Network Switzerland), and the UK (Trans Media Watch).

AGENDA

9:30 - 10.00	Registration & Welcome
10.00 - 11.30	<i>Know your Donuts: Getting Your Message Across in Social Media</i> Orlaith O'Sullivan, TENI
11.30 - 11.45	Coffee Break
11.45 - 12.30	<i>Tweeting for Change</i> Paris Lees, Trans Media Watch
12.30 - 2.00	Lunch & Networking
2.00 - 3.30	<i>Positive Engagement: Working with the Media Productively</i> Paris Lees & Sarah Lake, Trans Media Watch
3.30 - 3.45	Coffee Break
3.45 - 5.15	<i>Speaking for Ourselves: Trans People Getting Their Views Published in the Media</i> Natacha Kennedy, Journalist
5.15 - 5.30	Close



Transgender
Equality
Network
Ireland

DESCRIPTION OF WORKSHOPS

Know your Donuts: Getting Your Message Across in Social Media (Orlaith O'Sullivan, TENI)

10.30 - 12.00pm

Social media offers a chance for increased visibility and global connections, but what do you need to consider before setting up a presence online? And is it really worth the effort? This workshop introduces the basics of social media and interacting online. Focusing on twitter, facebook and blogging, you will learn to develop your personal online strategy to reach the right audience and make the most of networking opportunities

Tweeting for Change (Paris Lees, Trans Media Watch)

12.00 - 12.30pm

What impact can you actually have with social media? Trans Media Watch will discuss some twitter victories and concretely show how social media can be used to engage in valuable discussions and effectively communicate a message.

Positive Engagement: Working with the Media Productively (Paris Lees & Sarah Lake, Trans Media Watch)

2.00 - 3.30pm

How do we influence the media? What are the practical skills you need to work with the media productively? How can we tell the stories we want told? This talk will look at how trans people can effectively 'take control' of their own media engagement by honing interview skills, discussing boundaries and getting the right message across to the right people.

Speaking for Ourselves: Trans People Getting Their Views Published in the Media (Natacha Kennedy, journalist)

3.45 - 5.15pm

This session will give participants ideas on how to get their opinions and stories into the media as non-professional journalists. It will include discussions on which issues trans people may want to prioritise, and look at particular arguments. It will look at how to write an op-ed article and how to approach an editor and make a proposal which will be accepted.