



The Belgian Media Landscape Workshop

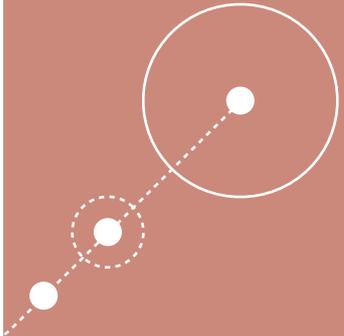
With extensive experience in advising and supporting the media relations efforts of Belgian and international companies in our country, akkanto is ideally placed to provide a comprehensive picture of the Belgian media landscape. The complex media landscape is the result of a linguistic, political and geographical diversity.

We have created a customisable workshop to help companies optimise and sustain their media relations.

Topics covered:

- > The Belgian media landscape
 - Presentation of the different media groups in Belgium (written and audiovisual press)
 - Media in the northern vs. the southern part of the country
 - Market characteristics (distribution, audience, readership, etc.)
 - Focus on key journalists for your sector and the key programmes your company or organisation should target (radio and TV)
- > 'How to handle the media'
 - How do journalists work?
 - How can you optimise interactions with journalists?
 - What are their priorities?
 - How to build up a win-win, sustainable, long-term relationship that benefits all stakeholders?
- > How does a newsroom work?
- > What are the big trends in the Belgian media environment?
- > What are the ingredients of 'news value'? How can your company or organisation create 'news value' with regard to a certain subject/issue?





Who should attend?

- > Spokesperson(s)
- > Communication directors
- > Management members who (occasionally) deal with media
- > (Expat) CEOs who want to learn about the Belgian media landscape and who want to know how to handle the media
- > Members of communication teams

Practical information

Duration

± 3 hours for a basic course
Expandable for an extra 1 hour zoom-in session on specific industry/activity sector

Location

The course can be held at akkanto's offices or elsewhere

For more information, please contact:

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To ensure you have the latest version, please check our website: www.akkanto.com/our-expertise/media-relations. You will also find testimonials from companies who have benefitted from our Belgian Media Landscape workshop, as well as information about the akkanto consultants who lead it.