

Seminar on New Media Platform Operation and Management in Belt and Road Countries

Name	Seminar on New Media Platform Operation and Management in Belt and Road Countries		
Organizer	Research and Training Institute of National Radio and Television Administration, People's Republic of China (RTI of NRTA)		
Time	2024-05-15--2024-05-28	Language for Learning	English
Invited Participants	Professionals responsible for managing and operating new media platforms in Belt and Road Countries		
Number of Participants	25		
Requirements for the Participants	Age	For directors of ministry departments and bureaus, no more than 50; for directors of divisions, no more than 45.	
	Health	Participants must be in good health, and they should be able to provide a health certificate or medical examination form issued by a local public hospital. They must not have any diseases prohibited by Chinese laws and regulations from entering the country, nor severe conditions such as hypertension, cardiovascular diseases, diabetes, or other serious chronic illnesses, mental disorders, or infectious diseases that may pose significant risks to public health. They should not be in the recovery period following major surgery or experiencing acute illness, nor should they have severe physical disabilities or be pregnant.	
	Language	Participants should be equipped with English listening, speaking, reading and writing abilities adequate for class learning and seminar discussions	
	Others	Participants attending this seminar in China must not bring their spouses, relatives or friends	
Host City	Beijing	Local Temperature	15°C-25°C
Cities to visit	Shenyang City, Liaoning Province	Local Temperature	10°C-20°C
Notes	<ol style="list-style-type: none"> 1. To facilitate communication during this seminar in China, we recommend you download and register for "WeChat" in advance and get in touch with the project contact person. 2. Please ensure you have a valid passport and visa, and always carry them with you and keep them safe. 3. If you are unable to depart on time due to special circumstances or experience flight delays during transit, please promptly contact the project contact person to inform them of the latest flight status so that airport pickup arrangements can be made. 4. Principally, individuals are not allowed to change international flight tickets. If there is a need for that, please contact the Economic and Commercial Counselor's Office of your 		

	<p>embassy to handle ticket change procedures according to the established process. Any costs and responsibilities arising from unauthorized changes of international flight tickets will be borne by the individual.</p> <p>5. When transiting, please confirm whether you need to recheck your luggage. After retrieving your luggage upon landing in Beijing, please immediately proceed to the arrival exit and wait patiently. Our staff will be holding signs with the name of the organizer to pick you up.</p> <p>6. In the event of lost checked luggage, you will need to register with the airline. Please contact the project contact person first to confirm the delivery address for the luggage before filling out the registration form.</p> <p>7. Please pay attention to the weather conditions at the host city and bring appropriate clothing. Prepare comfortable shoes for outdoor visits. For important seminar events, attendees should dress in formal attire or traditional clothing.</p> <p>8. Please bring your laptop, camera equipment, and personal medications.</p>	
Contact of the Organizer	Contact Person(s)	(Ms.) Ma Ao
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About the Organizer	<p>The Research and Training Institute (RTI) of National Radio and Television Administration, People’s Republic of China (NRTA) is a bureau-level public institution directly under the NRTA. It is the main hub and primary channel for education and training work of the NRTA, and the largest educational training institution in the national radio, television, and online audiovisual industries. It trains cadres and talents of the NRTA and of the national radio, television, and online audiovisual industries. It undertakes the selection and training works of key talent projects in the radio, television, and online audiovisual industries, and manages teaching administration of the Party school of NRTA. In coordination with China’s Belt and Road Initiative (BRI) and the “Go Global” policy, it undertakes media-related tasks such as foreign aid training, international exchanges, training for talents from Hong Kong, Macao, and Taiwan, as well as overseas training programs.</p> <p>As a base for personnel training and international media training of the country’s radio, television, and online audiovisual industries, the RTI insists on serving the national comprehensive strategies on diplomacy, international communication, international aid and the overall situation of the international communication of China’s radio and television industry. By fully displaying the unique role and carrier function of international aid training in diplomacy, the RTI serves as a platform for media exchanges and cooperation to developing countries. It has established a constantly updating radio, television and online audiovisual international aid training system, a faculty and a training mechanism. In order to further deepen the training’s effectiveness and enhance its pertinence and timeliness, the RTI has developed a series of training materials covering media integration management, new media reporting philosophy, film and</p>	

television creation and marketing, etc. After more than a decade of practice, the RTI has established an adequate, rich and constantly renewed database of trainees, teachers and cases, so as to consolidate the training foundation and extend the value of training.

Since 2005, the RTI has successively undertaken 253 international training programs from the Ministry of Commerce, the Ministry of Foreign Affairs, the NRTA and the International Department of the CPC Central Committee. Being multi-level, diversified, multi-themed and multi-lingual, training has been carried out in English, French, Russian, Arabic, Spanish and Portuguese. By the end of 2023, 6,396 government officials, middle and senior managers from media organizations, senior editors and journalists, and technicians from 157 countries and regions had participated in various online and offline training programs. After the completion of multiple training programs organized by the RTI in recent years, participants have spontaneously shared their training experiences on social media. Additionally, they have sent several letters of appreciation through personal emails, phone calls, and various channels including the diplomatic missions in China, extending their affirmation and positive feedback for the training projects.

Over the past couple of years, RTI has expanded our thinking and taken proactive actions despite challenges brought by the global pandemic and constant pandemic prevention and control. We innovated an online model for international research and training and the international “cloud research and training” platform. From 2020 to the first half of 2023, we have successfully organized 42 online international seminars, attended by 1,263 medium and high-level government officials, managers of mainstream institutions, senior media professionals and technical staffs from more than 40 countries and regions. Focusing on new technology, new media and new cooperation, the seminars combined live streaming with recorded courses to share advanced experiences and successful practices in China’s media convergence development, smart radio and television, program creation and marketing, and 5G technology innovation, so as to help China’s radio, television and online audio-visual products, services, technologies, and brands to go global. After the seminars, Chinese embassies overseas and trainees from various countries have extended their great appreciation for the online seminars through different channels.

In recent years, through years of international training practice, the RTI has established a team of high-quality talents with both full-time and part-time staffs, which includes professional faculty and translators with rich teaching and practical experience, complementing each other's strengths. Meanwhile, the RTI adheres to continuously improving the teaching system and innovating the training formats. We integrated the formats such as field visits, practical experiences, discussions and seminars, and creative interviews, and organized members of the seminar to participate in relevant media forums. We innovatively introduced special teaching modules such as “Telling Chinese Stories through Film and Television” and organized “Structured Discussions on the Themes of the Communication of Integrated Media”, effectively guiding and actively creating a harmonious, enthusiastic, and productive brainstorming atmosphere. Through discussions, we built an important platform for mutual understanding and promoted mutual recognition, continuously enhancing the quality and effectiveness of our trainings.

In the past few years, the RTI has successfully completed the relevant thematic training projects in the media field with high quality, accumulating rich experience and achievements, which can provide important support for the innovation of the formats, high-quality operation, and smooth and safe implementation of the seminar.

Seminar
Contents

1. Introduction to Major Courses and Contents

Part One: China's National Conditions and Development

Invite senior experts from the NRTA, the Central Party School, the Ministry of Culture and Tourism, and other institutions to give lectures to the student representatives, providing detailed insights into China's overall national conditions and the current development of various industries, enabling students to gain in-depth understanding of China's national conditions and development status.

Part Two: The Establishment, Operation and Management Policies and Laws and Regulations of China's New Media Platforms

Invite officials from the Department of Policy and Regulations of the NRTA to give lectures to the student representatives, providing detailed explanations of the formulation of relevant policies and laws and regulations related to the establishment, operation and management of new media platforms in China, allowing student representatives to understand the successful experiences of the regulation of China's new media platforms.

Part Three: The Establishment and Operation of China's "Smart NRTA"

Invite officials from the Department of Science and Technology of the NRTA to give lectures to the student representatives, providing detailed explanations of the establishment and operation management of China's Smart NRTA networks, especially focusing on the concept and functions of the development of smart TV networks, allowing student representatives to fully understand China's practical experience in the establishment and operation of digital Smart NRTA networks.

Part Four: The Establishment Philosophy and Operation Management of China's New Media Platforms

Invite relevant officials from the Department of Network Audio-visual Program Management of the NRTA and China Broadnet, and senior experts from new media platforms to give lectures to the student representatives, providing detailed explanations of the establishment philosophy and specific practices of the operation management of China's new media platforms, offering targeted references and guidance for our media counterparts from "Belt and Road" countries.

Part Five: Network Technology Framework of China's New Media Platforms

Invite technical experts from renowned new media platforms to give lectures to the student representatives, providing detailed insights into the underlying technology and core content of the design and establishment of China's mainstream new media platforms. Engage in thorough exchanges with representatives to facilitate practical cooperation between China's new media platforms and relevant institutions in "Belt and Road" countries.

Part Six: Analysis of Successful Operation Cases of China's New Media Platforms

Invite operation experts from renowned new media platforms to give lectures to the student representatives, providing detailed introductions of the operation philosophy and experience of mainstream new media platforms in China, analyzing innovative cases in online operations, and interpreting the secrets of successful operation of new media platforms.

Part Seven: Forum on the Operation and Management of New Media in "Belt and Road" Countries

Invite senior officials from the NRTA, experts in new media from mainstream media institutions, and senior practitioners from well-known new media platforms to have face-to-face discussions and exchanges with media representatives from "Belt and Road" countries, facilitating communication and cooperation between China and "Belt and Road" countries in the

field of new media, and promoting the prospects of practical cooperation and development between the two sides.

2. Visiting Arrangements:

In Beijing:

- (1) CCTV Tower: Gain insights of the development of national-level broadcasting and television transmission technology.
- (2) China National Film Museum: Learn about the development of China's film industry and international communication.

Outside Beijing:

- (1) Liaoning Radio and Television Station: Understand the overall development and international cooperation of radio and television at provincial and municipal-level.
- (2) China Radio and TV Liaoning Network: Explore the integration development of "China Broadnet+ 5G," applications of smart broadcasting, emergency broadcasting, and other broadcasting technologies.
- (3) Liaoning Daily: Learn about the development of provincial-level print media.

3. Cultural Experience

Plan to arrange for participants to visit cultural landmarks such as the Great Wall and the Forbidden City to appreciate China's profound traditional culture.

4. Overview of the Speakers

(1) Che Zhaohe: Former Cultural Counselor at the Ministry of Culture, who served as a diplomat in various Chinese embassies and consulates, including the Philippines, the United States (Washington), Israel, Turkey, South Africa, South Korea, and the United States (Los Angeles). He has served as attache, secretaries and Cultural Counselor. Since 2016, he has been a specially appointed expert at the School of Arts, Peking University, and the National Center for Research into Intercultural Communication of Arts.

(2) Zhou Jihong: Director of the Department of International Cooperation of NRTA. She graduated from Beijing Foreign Studies University and holds a Master's degree from Tsinghua University's MPA program. She has served as Deputy Director of the Department of International Cooperation and Deputy Director of the Department of TV Series at NRTA. She has been extensively engaged in international exchanges in the field of broadcasting and television, participating and organizing various important international conferences and activities, including the "Audio-Video Global Screening" project, China-Africa, China-Arab and Silk Road Film & TV Bridge Projects.

(3) Zhang Yanqiu: Vice Dean, Professor, and Doctoral Supervisor at the Institute for Community with Shared Future, Communication University of China, and Director of the African Communication Research Center.

(4) Ruan Yingchao: Ruan has held over 100 speeches with over 100,000 audience in total. Ruan Yingchao has helped social media account attract 2 million+ followers, with 300k new followers for one post. He has worked as a creator operations manager for top short video platforms, overseeing the growth of millions of creators, MCNs, and businesses. He has authored the "Manual for Short Video Operations" and developed the "High-quality Course on Short Video Influencer Incubation".

(5) Wang Liang: Executive Chief Editor of iQiyi, holds a Ph.D. in Literature. He has been

recognized as “National Distinguished Young Expert in National Radio and Television System” by NRTA and Central Committee of Communist Youth League. His works have received numerous prizes such as the ABU Prizes, the first prize of the China News Awards, and the China Radio, Film and Television Award.

(6) Yi Keming: Deputy Chief Editor of Mango Excellent Media, a state-owned new media and capital operation platform and A-share listed company under Hunan Broadcasting System. He previously served as Vice President of Mango TV.

(7) Guan Lixia: Director of the Technology Division of the Department of Science and Technology, National Radio and Television Administration, Senior Engineer. She specializes in planning and policymaking for radio and television and online audio-visual technology, technology project management, and the construction of innovation systems. She has organized or formulated numerous industry-specific plans in network security, monitoring and regulation, the 13th and 14th Five-Year Plans, and tens of industry and technological policies and standards on new media, high-tech video, cloud computing, artificial intelligence, and blockchain. She has organized several national technology innovation competitions and technical training sessions and contributed to the formation of major national and industry research and development plans, playing a significant role in promoting technological innovation and high-quality development in the industry.