

TV SHOW: DESIGN, CREATION, AND PRODUCTION

- **Tv Show Program Design**
Michel Sanan | 6 hours
- **Tv Show Production**
Micheline Nasrani Assi | 6 Hours
- **Tv Show Content**
Dany Haddad | 6 Hours
- **Tv Show Direction**
Kamil Tanios | 4 Hours
- **Digital and Linear Tv**
Katia Bacha | 4 Hours

Training Fees: 900\$

**HANDS ON SESSION WITH ALL
THE TRAINERS AND WITH
OUR SPECIAL GUEST MRS. RANIA ZIADE ACHKAR
ON MAY 18, 2024 AT MTV.**



**Registration : click here
(Register before March 27, 2024)**

TV SHOW PROGRAM DESIGN

Michel Sanan



Biography

Michel Sanan holds a Bachelor of Arts degree in Communication Arts – Radio, Tv and film from Notre Dame University.

His career spans over more than 30 years now and has collaborated with all the majors broadcasters including MTV, LBC1, FUTURE TV, DUBAI TV, ABU DHABI TV, MBC and NETFLIX.

His journey started in the early 90s at LBCI where he worked as a TV host, a promotion producer and later a television show producer before joining MTV and later started his own production company in 2013.

In addition to hosting television shows like DEAL OR NO DEAL on both LBC and MTV, he has produced numerous shows including: THE DOCTORS, THE CUBE, REFLEX, HEAVEN OR HELL, THE WHEEL, LAYLE JNOUN, METLI METLAK, KAMASHTAK and others.



April 4 & 5 from (5.30 PM - 8.30 PM) | 6 hours



Campus of Innovation and Sports - Building B – 1st Floor
CFP Training Room (Michel Ghazal)

Developing a Tv Show

This Program is designed to introduce you to the fascinating world of TV show original creation and put your ideas into a sellable concept.

Course Overview

Through this course you will learn to identify the different genres of television shows, and hopefully learn how to create a proposal that suits your personality, the broadcaster requirements and your target audience.

Key Learning Outcomes

- Importance of defining a target audience.
- Understanding broadcaster requirements and specifications.
- Brainstorming techniques for generating TV show ideas.
- Developing a unique selling proposition (USP) for the show.
- Structuring and creating a compelling TV show pitch.



Registration : [click here](#)
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TV SHOW PRODUCTION

Micheline Nasrany Assi



Biography

A seasoned media professional with over 25 years of seasoned expertise, Micheline Nasrany Assi holds a Bachelor's Degree in Communication Art from Université Saint Joseph, IESAV, in Lebanon and is currently pursuing a Master's Degree In Arts in Media Studies with a focus on Television Management and Production at Notre Dame University.

With a diverse and extensive background in television production, Micheline has served as executive producer for prominent channels across the Middle East with international and domestic companies. Micheline has demonstrated leadership in managing shows with a cause, such as «Shining Stars of Hope» for LBC Lebanon and RK Production, as well as major international format like the audition of «X FACTOR» for Dubai TV and the live show «Al Raya Poet» for Saudi Broadcasting Authority's Al Saudiya Channel, «Talk of the Town» comeback for MTV Lebanon, and creating content for TV5 Monde France, in addition to producing impactful documentaries, such as «Infertility, the Silent Battle» for Al Jazeera Documentary Channel.

A dedicated academic teacher, Micheline has also shared expertise as a teacher at Université Saint-Joseph, IESAV, teaching courses in TV production.



April 18 & 19 from (5.30 PM - 8.30 PM) | 6 hours



MTV

Course Details

Upon successful completion of this program, participants will acquire proficiency in navigating through the various phases of television show production, including:

Pre-production

1. Distinguishing the key elements differentiating pre-recorded and live television shows.
2. Development: Strategizing the television show, assembling a potential team, defining the roles and responsibilities of each production team member, coordinating shoot schedules, securing studio bookings, familiarizing with a control room or ob. van, and finalizing elements such as graphics, music, and set design.

Production

1. Emphasizing collaboration and teamwork: Effectively communicating with team members is essential within the dynamic environment of a production team, requiring the ability to manage production schedules and workflows.
2. Execution: Conducting the actual shooting of the television show.

Postproduction

1. Meticulously logging all footage, including ISO camera footage.
2. Editing the content to create a cohesive narrative.
3. Finalizing the episode by incorporating music, sound effects, and color enhancements, and articulating the rationale behind creative decisions and editing choices in both content and visuals.



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TV SHOW CONTENT

Dany Haddad



Biography

Dany Haddad is a seasoned journalist and media professional with a diverse career spanning written and electronic media. After majoring in journalism and history, he began his career working for various Lebanese and Arab written media outlets and created the specialized Lebanese magazine, "Al-Matn".

Achievements & Contributions

His journey in electronic media began as the Editor of the "Lebanon Files" website, a position he held for seven years before moving to Lebanese station MTV as the Editor-in-chief of its website. An educator at heart, Dany has been teaching electronic media at the Antonine University since 2011, marking him as one of the pioneers in this field in Lebanon.

Aside from his role in the media and education sectors, Dany has conducted media training courses for school teachers in collaboration with the United Nations Office in Lebanon and has trained youth parliament elections participants through the Lebanese NGO "Adyan". His vast experience and skills have also led him to serve as a media advisor to various political figures, offering media training to many Lebanese politicians.

Teaching Philosophy

In his current role at MTV, Dany produces multiple TV programs and hosts "Beirut Today" and the "MTV podcast". In addition, he writes articles for the website and supervises the station's social media content, contributing to the station's digital transformation and success.



April 25 & 26 from (5.30 PM - 8.30 PM) | 6 hours



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Course Overview

This course takes you through the entire content creation process, including scripting, creating interview content, and question formulation. With practical exercises, learners will gain insights into delivering consistent and value-driven content to audiences.

Key Learning Outcomes

1. Develop skills to script engaging TV content.
2. Learn the art of creating dynamic interview content.
3. Master techniques to formulate probing questions.
4. Understand how to deliver consistent, audience-centric content.



Registration : click here
(Register before March 27, 2024)

TV SHOW DIRECTION

Kamil Tanios



Biography

Over the past two decades, Kamil Tanios directed numerous TV shows, International festivals, concerts, and events across various cities including Riyadh, Dubai, and Jeddah. He has also directed over 150 music videos for renowned artists in the region.

Kamil's accolades include the Murex D'Or 2017 and the BIAF 2015 awards for Best TV Director and Best TV Show Director respectively.

With a passion for audio-visual arts, Kamil transitioned from photography studies to a successful directing career spanning 30 years.

He has collaborated with prominent TV stations such as MTV Lebanon, MBC, and Future TV, showcasing his expertise in directing diverse programs and events.

Currently, Kamil serves as a Senior Director and Image Consultant at MTV Lebanon, continuing to share captivating stories through his work.



May 9 & 10 from (5.30 PM - 7.30 PM) | 4 hours



MTV

Course Description

ATV direction session is a process of planning and executing the visual and audio aspects of a television program. A TV director is responsible for overseeing the camera work, editing, sound, lighting, and performance of the actors or hosts. A TV director may also collaborate with the producer, writer, and other crew members to ensure the program meets the creative vision and quality standards.

There are different types of TV direction sessions, depending on the genre and format of the program. For example, a TV director may work on a live studio show, a pre-recorded sitcom, a documentary, a reality show, or a news broadcast. Each type of program may require different skills and techniques from the TV director.

Learning Outcomes and Key Concepts

Hello, this is Kamil Tanios. I'm glad you're interested in becoming a TV director. It's a challenging but rewarding career that requires a combination of technical skills, creativity, and leadership abilities. Here are some tips for your TV director course in 2 hours:

- 1- Review the basics of directing, such as camera angles, lighting, and framing.
- 2- How to Become a Successful TV Director: Expert Tips and Career Insights and How to Become a Television Director.
- 3- Watch some episodes of TV shows and analyze how the directors made creative and technical decisions.
- 4- Pay attention to how they use visual storytelling, pacing, and performance to convey the mood, tone, and theme of the show.
- 5- How to collaborate with others and communicate your ideas clearly. As a TV director, you will work closely with the writers, producers, anchors, and crew to realize the vision for the show. You will also need to make quick decisions and solve problems when unexpected.
- 6- How to Be confident and passionate about your work, but also humble and open to feedback. Learn from your mistakes, celebrate your successes.



Registration : [click here](#)
(Register before March 27, 2024)

DIGITAL AND LINEAR TV

Katia Bacha



Biography

Katia is a graduate of Université Saint-Joseph from IESAV and she has been teaching there since 2013. With 24 years of experience in the TV production field, she has worked as Head of Production and Head of Human Resources at MTV (Murr Television). Additionally, she held the position of Head of Communication and Marketing at ESA business school from 2021 to 2023. She is currently occupying the position of "Responsible communication et relation donateurs" at Fondation USJ.



May 16 & 17 from (5.30 PM - 7.30 PM) | 4 hours



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Learning Outcomes

- First point: understanding the TV evolution: participants will gain knowledge about the historical transition of TV technology from traditional linear broadcasting to digital formats including changes and advancements.
- Second point: analyzing linear v/s Digital TV structures: participants will be able to critically analyze the structural differences between linear and digital programming format at TV including content methods audience engagement and business models.

Key Concepts

Highlight the convergence between linear television and digital platforms. Traditional linear television channels are increasingly integrating with digital platforms, adapting to changing viewer preferences and consumption habits. This convergence signifies a shift in the media landscape, where traditional broadcasters are leveraging digital platforms to reach wider audiences and provide more personalized content. Linear TV undergoes transformation to meet the demands of modern viewers, understanding how it interacts with digital platforms is crucial for media companies and marketers.



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