



Content

Everything that is inside in something.
In media production and publishing, content is information and experiences that may provide value for an end-user/audience. Content material, including text and images, constitutes a publication or document.



CONTENT

Objective

- Is necessary create valuable content for target public who see the content, and being sure it's getting the message correctly.
 - It is important the public understands the impact model of AIESEC.
- Identify what kind of content is distribute for AIESEC channels to communicate its programs.
 - The most important thing is to know what message you want to show for each channel, in order to be impactful and relevant for the receiver.



How to Do it?

- 1. Identify AIESEC channels who support IGIP:
 - Newsletter to current partners
 - Linkdin
 - Showcasing strategy

- 2. Create valuable content:
 - Who is going to read my content?
 - What knowledge have on the topic that I will expose
 - What is the interest of the person who reads the content?
 - What I want to communicate.
 - How I want to communicate?
 - At the end of the presentation, what will have the person?



How to Do it?

- **Eight primary factors that determine the newsworthiness of a potential story.**
- **Impact:** The significance, importance, or consequence of an event or trend; the greater the consequence, and the larger the number of people for whom an event is important the greater the newsworthiness.
- **Timeliness:** The more recent, the more newsworthy. In some cases, timeliness is relative. An event may have occurred in the past but only have been learned about recently.
- **Prominence:** Occurrences featuring well-know individuals or institutions are newsworthy. Well-knownness may spring either from the power the person or institution possess – the president, the Speaker of the House of Representatives – or from celebrity – the late Princess Diana or fashion designer Gianni Versace.
- **Proximity:** Closeness of the occurrence tot he audience may be gauged either geographically – close by events, all other things being equal, are more important than distant ones – or in terms of the assumed values, interest and expectations of the news audience.



- ***The Bizarre:*** The unusual, unorthodox, or unexpected attracts attention. Boxer Mike Tyson's disqualification for biting off a piece of Evander Holyfield's ear moves the story from the sports pages and the end of a newscast to the front pages and the top of the newscast.
- ***Conflict:*** Controversy and open clashes are newsworthy, inviting attention on their own, almost regardless of what the conflict is over. Conflict reveals underlying causes of disagreement between individuals and institutions in a society.
- ***Currency:*** Occasionally something becomes an idea whose time has come. The matter assumes a life of its own, and for a time assumes momentum in news reportage.
- ***Human Interest:*** Those stories that have more of an entertainment factor versus any of the above - not that some of the other news values cannot have an entertainment value.
- To learn how to tell a story check this video:
<http://www.youtube.com/watch?v=9JrRQ1oQWQk>



Showcase

Showcasing

- You have to show how other companies are taking our programs in order to more companies wanted also have it with us.

Here is an example the how we can get value information of our current partners to show to other companies in different spaces like events, presentations o web page.

- **Company Interviews**
 - **Objective of the interview**
 - Understand some of the reasons why an organization understands the relationship with AIESEC as an added value for your company and generate a process of information management on best practices with partners, in order to use it in promotion for AIESEC.



Program information

Full name of interviewee:

Your position in the organization:

E - mail:

Phone:

1. Why did you create a partnership with AIESEC? What are the main benefits of this partnership in your opinion?
2. What is , in terms of international talent with AIESEC you could not , or have difficulty in finding otherwise in the market ?
3. How would that have international talent gives your organization competitive power against the market ?
4. Do you think that having another type of partnership (not including international trade) with AIESEC provides or would provide added value to your organization?

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5. How do you think your organization in partnership with AIESEC contributes to the development of young people in your country?
- 6 . We could tell about a "good case" with AIESEC trainee?
- 7 . In what areas are considered trainees better used ?

Note : Be sure to ask if it will allow the responses to this interview may be used in promotion of AIESEC services and put the company representing the interviewees as a successful case of corporate partnership with AIESEC .

- Recommendations : Use more than one recording of the interview , you can make use of electronic devices in order to record the information provided with the permission of the interviewee, in addition to taking notes .
- At the end of the interview one or more photos taken at different angles that may be published along with the information provided in the interview.
- If not possible , ask the organization photographs showing the work of the trainees or other reflecting the alliance you have.



RESULTS

when you have this, you obtain valuable information to be used in different channels like blogs, web page, linkedin etc, in which is possible showing IGIP impact, looking attract more buyers.