

## VISUAL MEDIA AND DIGITAL STORYTELLING FOR GENDER MAINSTREAMING

This workshop builds on 20 years of research and practice to offer a thought-provoking insight into the threats and opportunities of today's digital media.

We will address the extent to which visual communication and digital storytelling are to be strategically employed towards gender mainstreaming actions and comprehensive policies.

Specifically, we will assess how to incorporate into media campaigns the visual and emotional qualities of contemporary communications; upon that, we'll engage shifting storytelling formats and techniques to finalise gender-focused research and practise.

The training consistently relies on the *Massimedia Communication Matrix*, to complement established SWOT strategies as the best tools to finalise comprehensive strategic communication.

As a result, the workshop will provide participants with the tools and competencies to enhance their understanding of today's visual media for digital storytelling.

The training is tailored to meet individual needs and delivered in seminar format. This allows attendees to identify key personal aims and build on their existing knowledge.

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