

CUHK-Thomson Reuters Foundation  
Financial Journalism Training Programme  
9-13 December 2013  
Trainer: Sebastian Tong

Mon, Dec 9	Theme	Focus
0900-0930	Introduction	Icebreaker
920-0950	Audience	Who is your audience?
0950-1010	Aims/agenda	Agenda & Objectives
1010-1045	Company Performance	Going beyond the bottom line
1045-1100	Coffee break	
1100-1230	Company Performance	Going beyond the bottom line
1230-1330	Lunch	
1330-1515	Skills	The art of the interview
1515-1530	Coffee break	
1530-1730	Practice	Reporting exercise
1730-1800	Review and reflection	
1800	Welcoming Dinner	

Tues, Dec 10	Theme	Focus
0900-1045	Writing	Writing review
1045-1100	Coffee break	
1100-1130	Skill	Technology: threat and opportunity
1130-1230	Skill	Story brainstorming
1230-1330	Lunch	
1330-1400	Corporate Life Cycle	Stages of an IPO
1400-1515	Economic Life cycle	Connecting economic indicators
1515-1530	Coffee break	
1530-1630	Economic and Corporate Life Cycles	Focus on Debt

1630-1700	Skills	Using social media
1700-1730	Review and reflection	

<b>Wed, Dec 11</b>	<b>Theme</b>	<b>Focus</b>
0900-0930	Review/Update	
0930-1100	Company performance	Company Profitability & risk metrics
1100-1120	Coffee break	
1120-1200	Corporate Life Cycle	Corporate distress/bankruptcy
1230-1330	Lunch	
1330-1400	Skills	Navigating legal dangers
1400-1545	Practice	Reporting exercise
1545-1600	Coffee break	
1600-1700	Reporting exercise review	
1700-1730	Review/reflection	

<b>Thur, Dec 12</b>	<b>Theme</b>	<b>Focus</b>
0900-0920	Review/Update	
0920-1045	Corporate life cycle/Skills	Reporting short seller attacks
1045-1100	Coffee break	
1100-1200	Skills	Avoiding hoaxes
1200-1400	Lunch and travel to Reuters Hong Kong bureau (Taikooshing)	
1400-1445	Reuters bureau tour	
1500-1600	Corporate distress in China: Discussion with Charlie Zhu, Reuters Asia Chief Energy Companies Correspondent	
1600-1700	Reuters ConnectedChina: Discussion with Irene Jay Liu, Reuters News Editor, Data	

<b>Fri, Dec 13</b>	<b>Theme</b>	<b>Focus</b>
0900-0930	Review/Update	
0930-1045	Skills	Source-building
1045-1100	Coffee break	
1100-1230	Skills	Journalistic ethics
1230-1400	Lunch	
1400-1500	Reflection	Action Points
1500-1530	Final Review	
1530-1600	Feedback	
1600-1700	Certificate Presentation Ceremony	