

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

Name	Seminar on New Media Platform Operation and Management for "Belt and Road" Countries		
Organizer	Research and Training Institute of National Radio and Television Administration, Peoples Republic of China (RTI of NRTA)		
Time	2025-10-17--2025-10-30	Language for Learning	English
Invited Countries	Professionals responsible for managing and operating new media platforms in Belt and Road Countries		
Number of Participants	30		
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	Applicants should be in good physical health and provide a health certificate or physical examination form issued by a local public hospital; and have no diseases prohibited from entering China by Chinese laws and regulations; be without serious chronic diseases such as hypertension, cardiovascular and cerebrovascular diseases, diabetes, mental illness, or infectious diseases that may pose significant harm to public health; be not in the recovery period after major surgery or in the acute phase of illness, not severely physically disabled, and not pregnant.	
	Language	Participants should be equipped with English listening, speaking, reading and writing abilities adequate for class learning and seminar discussions	
	others	Trainees coming to China for the program should not bring their spouses, relatives or friends.	
Host City	Beijing City	Local Temperature	9℃ ~ 19℃
Cities to visit	Dalian City Liaoning Province	Local Temperature	4℃ ~ 16℃
Notes	<p>1. The schedule for city visits and surveys could potentially be adjusted according to actual circumstances.</p> <p>2. For your convenience, please download “WeChat” on your phone and register your personal account to get in touch with the program contact person in advance.</p> <p>3. Please prepare your valid passport and visa in advance, carry them wherever you go and keep them safe;</p> <p>4. If you are unable to depart on time due to special circumstances, or if your flight is delayed when connecting, please contact the program contact person to inform the latest flight status in</p>		

	<p>order to arrange for pick-up;</p> <p>5. In principle, personal changes to international tickets are not allowed; if you really need to do so, please contact the Business Office for ticket change procedures. If personal change is made to the air tickets without consent, the resulting costs and responsibilities will be borne by the individual.</p> <p>6. Please check if you need to re-handle your baggage check-in when you transfer to another flight. After picking up your baggage, please wait patiently at the international arrival exit (or domestic arrival exit) and the staff will pick you up with the pick-up sign with the name of the organizer.</p> <p>7. If you need to register with the airline in case of lost checked luggage, please call the program contact person to confirm the luggage delivery address before filling out the registration form;</p> <p>8. Please pay attention to the weather of the destinations and bring appropriate clothing; prepare light footwear to facilitate visits and investigations; attend the important activities of the Seminar in formal wear or national costume;</p> <p>9. Please bring your personal computer, camera and a small amount of common medicines as necessary.</p>	
Contact of the Organizer	Contact Person(s)	(Mr.) Gao Xi
	Telephone	0086-10-86094115
	Cell	0086-15101160212
	Fax	0086-10-86094073
	E-mail	gaoxiad@163.com
About the Organizer	<p>The Research and Training Institute of National Radio and Television Administration, People's Republic of China (RTI of NRTA) is a bureau-level public institution directly under the National Radio and Television Administration, People's Republic of China (NRTA). It trains cadres of the NRTA and of the radio and television industry. It is the largest education and training institution in NRTA and the whole industry. It provides Party school training for NRTA, training for civil servants, Party and government leader training for directly affiliated institutions, training for directors on key positions and technical professionals in the industry, and international media seminars under the Belt and Road initiative and the "Go Global" policy. The RTI is an important field and channel for education and training in the radio and television industry.</p> <p>As a base for personnel training and international media training, the RTI insists on serving the national comprehensive strategies on diplomacy, international communication, international aid and the overall situation of China's "going global" in its radio, film and television field. By fully displaying the unique role of international aid training in diplomacy, the RTI serves as a platform for media exchanges and cooperation to developing countries. It has established a radio</p>	

and television international aid training system, a faculty and a training mechanism. In order to further deepen the training effect and enhance the professionalism of training, the RTI has developed a series of training materials covering media integration management, new media reporting philosophy, film and television creation and marketing, etc. After more than a decade of practice, the RTI has established an adequate, rich and constantly renewed database of students, 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 multilevel, diversified, multi-themed and multilingual, training has been carried out in English, French, Russian, Arabic, Spanish and Portuguese. By the end of 2024, 6,740 government officials, middle and senior managers from media organizations, senior editors and journalists, and technicians from 163 developing countries and regions had participated in various training programs, both online and offline.

After years of international research and training practice, the RTI has established a high-quality professional faculty team of translators and teaching and administrative personnel who combine full-time and part-time roles, complement each others strengths, and possess rich teaching and practical experience. At the same time, the RTI adheres to continuously improving the teaching system and innovating training patterns. We added new ways of training to our programs, including on-site visits and practices, lectures and interviews, and media forums. We innovatively offered specialized teaching modules such as "Telling China's Stories Through Film and Television," and organizing structured discussions on "Integrated Media Communication," motivating a harmonious, enthusiastic, and fully-engaged brainstorm, so as to establish an important platform for enhancing mutual understanding and recognition, and further enhancing the quality and effectiveness of training.

In recent years, the RTI has completed training programs in the media field with high quality, and harvested rich experience and achievements, which can inspire future innovation and promote smooth implementation of future training programs.

Seminar Content	<p>1.Introduction to Major Courses and Contents</p> <p>Part One: China’s National Conditions and Development</p> <p>Senior experts from institutions such as the National Radio and Television Administration and the China Foreign Affairs University will be invited to deliver lectures to participants, providing in-depth explanations of China’s national conditions and the vision of building a community with a shared future for mankind. These sessions aim to help participants gain a deeper understanding of China’s overall development and global initiatives.</p> <p>Part Two: Development and Operation of China’s Broadcasting and Audiovisual New Media Platforms</p> <p>This part introduces the development and management of China’s broadcasting and audiovisual new media platforms, covering traditional broadcasting, newspaper media and audiovisual new media platforms. It aims to offer participants a comprehensive understanding of the development of China’s broadcasting and audiovisual sectors in the new era.</p> <p>Part Three: Innovation and Development of China’s Audiovisual New Media</p> <p>This section focuses on the practical innovations of China’s audiovisual new media, including technological innovation, application of new technologies, creation of premium content and integration with the cultural and tourism industries. Participants will gain insights into China’s achievements, experiences and development models across various sectors of the audiovisual new media industry.</p> <p>Part Four: Case Studies on the Successful Operation of Chinese New Media Platforms</p> <p>Operations experts from well-known Chinese new media platforms will be invited to introduce the concepts and experiences behind the successful operation of mainstream platforms. By analyzing innovative case studies in online media management, this session will help participants better understand the keys to success in new media platform operations.</p> <p>Part Five: Belt and Road Countries’ Forum on New Media Operations and Management</p> <p>Senior officials from the National Radio and Television Administration, experts from leading media organizations, and professionals from major new media platforms will engage in face-to-face discussions with media representatives from Belt and Road countries. The forum will promote mutual understanding and practical cooperation in the new media field between China and Belt and Road partners.</p> <p>2.Visiting Arrangements</p> <p>Visits In Beijing: the China Central Television Tower, CCTV.com, Kuaishou Technology and Youku (a subsidiary of Alibaba Group), accompanied by thematic seminars and professional exchanges.</p> <p>Outside Beijing:Broadcasting and television institutions, film and television production companies, and public cultural service agencies in Dalian City,Liaoning Province. These visits aim to showcase the development and transformation of broadcasting media and facilitate exchanges with experts in Liaoning Province.</p> <p>3. Cultural Experience</p>
--------------------	--

Cultural tours will be arranged to iconic sites such as the Great Wall and the Forbidden City, allowing participants to experience the richness and depth of traditional Chinese culture.

4. Overview of the Speakers

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.

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.

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.

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".

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.

Chen Xiaoxia is the Deputy Director of the Video Creation Department at the Audiovisual New Media Center of China Central Television. He holds a Ph.D. in Aesthetics and has led the development of several influential flagship IPs for China Media Group Mobile, earning multiple Outstanding Work Awards from China Media Group.