

GLOBAL YOUTH NEWS LAB

Sunday, 26th in Elsinore, just North of Copenhagen

Join us for a free and exclusive pre-Congress workshop with GenZ!

Defining News Values for Gen Z

The media industry has long struggled to interest and engage younger audiences in journalistic products online. In this workshop, GenZeers will define the news values that matter most to them, setting a new standard and guidelines for news outlets targeting young audiences.

Be one of the 30 delegates to join scores of Gen Zeers from around the world in this transformative workshop and contribute to a legacy programme for the future. A Gen Zee rep will present the outcome at the World Editors Forum in Copenhagen. Tap the power and potential of GenZ and experience Copenhagen outside of the Congress.

Free and exclusive for lab delegates

M/S Maritime Museum of Denmark

Network dinner at the museum designed by world famous architects Bjarke Ingels Group.

Kronborg Castle - Home of Hamlet

VIP tour of Kronborg Castle where Shakespeare's Hamlet was set.

International People's College (IPC)

Experience the unique venue of a Danish Folk High School, per tradition, free from curriculum and examinations



Sign up

When? Sunday, May 26th

Where? International People's College in Elsinore (pick up and drop off: Tivoli Congress Center)

What? A collaborative workshop with 110 young media users from around the world

Engaging younger audiences in digital journalistic products is an ongoing struggle for news outlets worldwide. Be one of 30 delegates to join a transformative one-day Global Youth News Lab to explore common global news values that will encourage Gen-Zers to engage with online news products. The Youth Lab will produce a set of Global Youth News Values to guide media outlets when developing news products aimed at Gen-Z.

The resulting Global Youth News Values list will be presented at the World Editors Forum at the World News Media Congress on 29 May in Copenhagen. They will be further discussed and developed in the coming years as part of the congress legacy program with the working title The Copenhagen Criteria as a tool for publishers when they develop news products for young audiences.

Please note that attendees must hold a ticket for the World News Media Congress 2024.