



# **GREAT NORTH BUSINESS INCUBATOR**

**COMPANY PROFILE  
192-515 NPO  
REG 2013/158285/08  
PBO 930056433**



# WHO ARE WE?

## COMPANY PHILOSOPHY & PROGRAMMES

We believe that the rich learning experiences our programs offer can affect powerful and positive transformation individuals, in their communities, institutions and countries. We work with our partners globally to design and implement programs in which participants reach across – and live across – boundaries and borders. And we do this in an atmosphere of mutual respect, organized collaboration, and fun.

## PROGRAMMING

We conduct 50-70 short-term programs each year for groups that range in size from 1 to 40 participants, and participants who are 16 to 60 years age group. Programs last anytime from one week to four weeks, after which time participants return to their communities, provinces and home countries. We tailor each program's content to its respective participant profiles, its thematic concentration, and its country or countries.

## PROGRAM COMPONENTS AND METHODOLOGY

GNBI recognizes that the adult participants who take part in our project's are experts in their fields, and that youth entrepreneurs also bring a great deal of knowledge, innovation and creativity. We see our role as exposing them not only to new knowledge but also to widely different ideas, situations, emerging markets, developed markets and world-renowned entrepreneurs, leaders and advocates of economic empowerment. GNBI sessions stimulate thought and discussion, so that participants may build on their own knowledge and understanding. Conversely, we call on our foreign participants to help inform the South Africans they encounter about their cultures and expertise.



## **WHY WORK WITH US?**

### **OUR PARTNERS APPRECIATE AND RELY ON GNBI'S STRENGTHS:**

#### **EXPERIENCE**

GNBI staff has more than twenty years of experience providing training, business consultancy, specialist advice, exchange, and projects for countries worldwide.

#### **DELIVERY OF EXPERTISE**

GNBI has access to some of the top minds in South Africa and the continent. Our far-reaching network of professionals includes university professors, international and regional consultants, national and local government offices, and nongovernmental organizations.

#### **ADAPTABILITY & SUSTAINABILITY**

GNBI has developed an extensive array of courses and programs that can be adapted to suit the particular needs of our delegates, entrepreneurs, young leaders and trainers. GNBI provides follow-on components for our projects to maximize the scope and depth of the training provided.

#### **EVALUATION**

GNBI projects include a thorough evaluation component which extends from participant input and feedback during the country side programs to impact evaluations as each project concludes.

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#### **GIVING BACK TO THE COMMUNITY**

Giving back to the historically marginalised communities in the developing countries and South Africa specifically, our work with a wide range of delegates and partners has led to profound intercultural learning experiences.



# Course Overview

## Development, Communication and Journalism Management Program Overview

GNBI's journalism programs focus on the responsibility of the media to strengthen civil society, using the U.S. model of a free press to exemplify the ethical advantages of a separation between the media and the state. These programmes challenge the relationship between development communication and mass media.





# Course Overview

The course targets all communicators from all sectors of economy. Development is participatory in nature. It requires engagement and participatory of target audiences and communities. Governments alone cannot drive process, it needs an integrated approach from the private sector, civil society and communities. It has become increasingly true that businesses need to communicate its development investment. In all these sectors, development communication demands skilful employment of techniques, critical thinking and ability to evaluate investment outcomes in a structured approach.





# HOW TO REGISTER

## Follow instructions below to register

- Online Registration Form to be completed - Click Link **[www.great north business incubator.org.za](http://www.greatnorthbusinessincubator.org.za)**, our admin is notified immediately and then you need to pay the registration fee of **ZAR1000.00** (*Please use your name and surname as reference to enable the matching of your deposit with your registration*)
- You pay online on our website or do a direct deposit or via EFT
- Email your Proof of Payment to [info@gnbi.org.za](mailto:info@gnbi.org.za)
- Once GNBI receives both registration form and POP we will contact you regarding the next steps





# Course Price list - Shared upon request

COURSE NAME	DURATION	DATES	COSTS
<b><u>Course 1:</u></b>  Development Journalism and communication (DJC) <ul style="list-style-type: none"><li>• Effective use of media releases and social media</li><li>• Speeches that communicate development</li><li>• The development media environment and channels</li><li>• Developing Skills in Journalism, for journalists.</li></ul>	5 Days	07-11/07/2025 08-12/06/2026	TBA
<b><u>Course 2:</u></b>  Rule of Law, for journalists. (RLJ) <ul style="list-style-type: none"><li>• Ethics in Journalism and Investigative Reporting, for journalists.</li><li>• Journalism and Public Relations, for ministry officials.</li><li>• The development media environment and media channels</li></ul>	5 Days	14-18/07/2025 15-19/06/2026	TBA
<b><u>Course 3:</u></b>  Critical Evaluation of Press Releases, advertorials (CEPRA) <ul style="list-style-type: none"><li>• Publishing to communicate Development</li><li>• Need and Impact of development journalism</li><li>• Evaluating development communication tools</li><li>• Community journalism and Media Management in development</li></ul>	5 Days	21-25/07/2025 22-26/06/2026	TBA
<b><u>Course 4:</u></b>  Setting up a communication strategy for development communication (SCSDC) <ul style="list-style-type: none"><li>• Assessing Development Communication</li><li>• Development journalism theory and Practice</li><li>• Broadcasting and development Communication</li></ul>	5 Days	28/07-01/08/2025 29/06-03/07/2026	TBA



# Course Price list

COURSE NAME	DURATION	DATES	COSTS
<p><b><u>Course 5:</u></b></p> <ul style="list-style-type: none"> <li>• Journalism and Public Relations, for government Officials</li> <li>• Setting up a communication strategy for development communication</li> </ul>	5 Days	04-08/08/2025 06-10/07/2026	TBA
<p><b><u>Course 6: The world of Journalism</u></b></p> <ul style="list-style-type: none"> <li>• The history of media and free press</li> <li>• The role of new technology</li> <li>• The role of the journalist today</li> <li>• New Stories</li> <li>• How to write new stories</li> <li>• The importance of the Introduction</li> <li>• How to find the right angle</li> <li>• Interviewing</li> <li>• Developing interviewing techniques</li> <li>• How to ask the right questions</li> <li>• Preventing the pitfalls</li> <li>• Law- What is defamation</li> <li>• What is copyright</li> <li>• The legal pitfalls for today's journalists</li> </ul>	5 Days	11-15/08/2025 13-17/07/2026	TBA
<p><b><u>Course 7: TV and Radio</u></b></p> <ul style="list-style-type: none"> <li>• The role of radio, TV and the Internet</li> <li>• How the radio/ TV newsroom work</li> <li>• Writing your news bulletin</li> <li>• Writing skills- Improving your writing</li> <li>• What is house style</li> <li>• How to file copy</li> <li>• Features and Specialisms- how to plan and write a feature</li> <li>• How to write a press release</li> <li>• The role of the photojournalist</li> <li>• Courts – The structure of the courts</li> <li>• How to write a safe court story</li> <li>• What are inquests</li> </ul>	5 Days	18-22/08/2025 20-24/07/2026	TBA





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