

Pulse Z EVENT

BAIA MARE, 13.09.2025

AGENDA

Time	Session	Details
09:00 – 10:00	Arrival & Registration	
10:00 – 10:15	Welcome & Opening	Presentation of the team and partners
10:15 – 10:30	Energizer	Informal get-to-know activity
10:30 – 11:15	PulseZ Project Presentation	Introduction of the project and mandatory module (group context)
11:15-11:30	Coffee break	
11:30– 13:00	Workshop: Manipulation in Media & Ethics	Interactive session led by Mrs. Dana Gagniuc Buzura <ul style="list-style-type: none"> - Journalism today: challenges & risks - Manipulation: methods, examples, group exercises - Ethics in journalism: fundamental & European values, red flags - Social media: advantages, risks, roles (youth & journalists)
13:00 – 14:00	Lunch Break	On-site catering
14:00 – 16:00	Practical Sessions (3 groups)	Group A: 'My Value in Action' Reel (≤60s) Group B: 'My City, My Europe' Video (≤2 min) Group C: Blogging — short posts/articles on values & perspectives

16:00-16:30	Coffee Break	
16:30-17:00	Showcasing the Materials	Videos & blogs + story behind the story; feedback & appreciations
17:00:18:00	Evaluation of the Day	
18:00-18:15	Closing Remarks	

Logistics & Visibility

- Digital Corner available for media production
- Lunch served at the venue (catering)
- Outputs will be showcased on YMCA Romania digital platforms
- PulseZ KPIs: sign-up stations & QR codes, social media promotion, visibility materials, engagement/feedback – non formal method.