

Qatar News Agency Holds Development Media Workshop on National Strategy



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Doha, February 09 (QNA) – The Qatar News Agency (QNA) has organized a training workshop aimed at strengthening the role of development-focused media in supporting Qatar’s Third National Development Strategy.

Held on Monday as part of QNA’s 2026 training plan, the workshop brought together media professionals from the agency and several government bodies. It was led by Dr Abdulrahman Al

Shami, Professor of Media at Qatar University.

The session focused on enhancing participants' skills in field reporting and producing development-oriented journalism, with an emphasis on aligning media coverage with national priorities and presenting them in a professional and engaging manner.

Discussions covered both theoretical and practical aspects of development media, including its key functions, analysis of written and visual development reports, and techniques for transforming strategic policy documents into compelling media stories. Particular attention was given to Qatar's Third National Development Strategy (2024–2030).

Participants also took part in practical activities designed to build fieldwork skills and strengthen journalistic storytelling and digital content creation. These included developing concepts for digital stories addressing various pillars of the national strategy, followed by group presentations and feedback sessions.

The workshop forms part of QNA's broader efforts, through its QNA Training program, to develop national media talent and keep pace with rapid changes in the media landscape, reinforcing the media's role in supporting sustainable development and communicating national messages effectively.

In 2023, QNA launched its dedicated training halls equipped with advanced technologies,

providing a comprehensive platform for media capacity-building and engagement with global developments in modern journalism.