

Earlybird  
rate available  
until 31<sup>st</sup> March  
2011 – **Save  
EUR 1000!**

# Innovative Multimedia Newsrooms

15<sup>th</sup> May – 20<sup>th</sup> May 2011  
Washington D.C. and New York

## Who should attend?

CEOs, Managing Directors, Editors-in-Chief, and Senior News Executives who are interested in bringing their newsroom forward.

## Participation Fee

**Book now and benefit from EUR 1000 early bird discount until 31<sup>st</sup> March 2011.**

### Standard Price

WAN-IFRA Members EUR 6600 + VAT  
Non-Members EUR 9000 + VAT

WAN-IFRA Study Tours are organised on an all inclusive basis. Included in the price are all costs for accommodation, meals and transport within the United States.

## Working language

The visits and presentations will be in English.

## Contact and Registration

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For updated visits and registration, please visit:

**[www.wan-ifra.org/  
mmnewsrooms-studytour](http://www.wan-ifra.org/mmnewsrooms-studytour)**

Newspapers in the United States have been especially hard hit by the trends worldwide affecting the publishing industry. However, newsrooms in the U.S. are fighting back with innovative products and new approaches to generating revenue.

Join this WAN-IFRA study tour and get an insight into how publishing companies in the U.S are fighting back and developing strategies for the future.

Confirmed visits so far include:

- The New York Times
- Wall Street Journal
- Foursquare
- NBC and MSNBC
- The Washington Post
- USA Today
- AARP Magazine

We also will have lunch with John Paton, CEO of the Journal Register Company, to learn about his company's significant turnaround.



