

Audience Engagement – Growing & Retaining!

3 July 2013 – Newsplex Asia, Singapore

Programme

Day 1: 09:30 – 17:30 hrs

Outline

- Defining your current reader / subscriber – who are they?
- How to focus in on your target audience
- Audience analytics – What can you use in the newsroom to make decisions?
- Developing your journalism with audience in mind – content programming, day parting
- Understand your audience flow – multi-platform tactics
- Create an audience mindset in the newsroom
- Monitor your audience and media brand resonance.
- Hands on exercise: Define your reader – What do you know about your print and digital readers?
- Hands on exercise – Re-imagine your digital sites with your target audience in mind.

Introduction

Making decisions based on your audience is crucial for success in digital times. Media organizations need to move quickly to target effective digital and content strategies in their newsrooms to keep up with consumer reading habits. But how do you create a structure in your newsroom that embraces an audience-first mindset?

Using lessons learnt at The Globe and Mail and Yahoo!, Anjali Kapoor will share ideas on how to identify your audience, connect with them and increase their loyalty.

This practical one-day workshop will target key strategies to focus your journalism and newsroom on making decisions that are essential to growing and retaining an audience. The outcome should result in some clear tactics you can implement immediately to take advantage of shifting consumer reading habits.



Trainer



Anjali Kapoor is the Director, Digital News Strategy at *The Globe and Mail*, Canada's national newspaper, where she oversees the editorial digital strategy for Globe and Mail digital platforms.

She is responsible for the editorial strategic direction of their digital sites while also helping to shift the traditional newsroom into a digital culture.

Over the past 15 years she has played a significant role in digital publishing for a variety of media companies in Canada. Her main areas of expertise are user/audience experience and growth, content development and product strategy. She has worked for Yahoo!, Microsoft Canada, Transcontinental Media, Sun Media and Rogers.

Anjali is actively involved in the online news industry in Canada - she sits on the board of the Canadian Journalists for Freedom of Expression, the advisory board of Sheridan College's Digital Program and is on the advisory committee for the newly-created University of King's College.

Venue

Newsplex Asia

Nanyang Technological University
Wee Kim Wee School of Communication & Information
Level 1, 31 Nanyang Link
Singapore 637718



For more information

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Fee (1 day workshop)

Member: SGD 600

Non-Member: SGD 750

Fee inclusive of training materials, coffee breaks & luncheons

Registration Form

Audience Engagement – Retaining & Growing!

Please complete the form and send, email or fax to:

WAN-IFRA Asia Pacific Pte Ltd, 25 International Business Park
#04-110, German Centre, Singapore 609916
Phone: +65 6562 8445 Fax: +65 6562 8442

First name _____

Surname _____

Company _____

Position _____

Address _____

Postal Code _____

Country _____

Email _____

Phone _____

Fax _____

WAN-IFRA Member Yes No

More information & online registration at:

www.wan-ifra.org/events/audience-engagement-growing-retaining