

# Engaging cross platform experience

16 - 17 February 2016, Mumbai, India

## Programme

Day 1: 10:00 - 17:30 hrs.

Day 2: 09:30 - 17:00 hrs.

- Creating a content product from 3 perspectives
- Creating a dynamic content experience that engages users.
- Best practices in cross platform design
- Turning accidental users into a loyal users
- Using email products to create loyalty
- Creating different products for different time needs.
- Building a blog community around content websites.
- Best practices for optimizing content for search engines
- Best practices for optimizing social media potential of content websites
- Big and native: better tools for better advertising.
- Integrating journalistic websites in the "Everybody wins" monetisation paradigm

## Target group

Publishers, Digital Editors, Designers, Online Product Managers, New Media Managers, Product Development Managers and all those in charge of launching new media devices

## Introduction

As more users access content sites directly via article pages, coming from social media or search engines, these pages have to change. First, they should maximise the traffic potential from search and social. Second, they should work as "mini-homepages", leveraging the first encounter with the user. The content products need to be built today from 3 separate perspectives: direct, social and search.

The first part of this workshop will deal with the homepage and the "direct traffic". The main aspects covered during this session will be creating dynamic websites; integrating the iPad and the web content presentation paradigms and creating cross platform experiences.

The second part of the workshop will address the article pages and the "social" and "search" traffic. This session will focus on using content as a marketing agent; journalistic Search Engine Optimisation, creating content communities around content websites; and what's next - answering the most important question of the user.

**Note:** The program is also offered as a in-house workshop.



**Trainer**



**Grig Davidovitz** is the CEO of RGB Media specialising in developing journalism in the New Media age. He has lead projects creating new and successful journalistic websites and content communities and others launching successful redesigns for existing websites. His areas of expertise are content strategy, news design and usability, building online communities, online revenue models and newsroom structure. His clients include newspapers and magazines in the US, Europe and Israel.

**Fee**

WAN-IFRA members: INR 25,000 / EUR 350  
 Non-members: INR 30,000 / EUR 450

Please add 14.5% taxes to the above fee  
 Included in the price are the course fee, documentation, luncheon and beverages during breaks.

**Important:** *The maximum number of participants will be limited to 15 persons on first-come first-served basis. Please register before 8<sup>th</sup> January 2016 for confirmation.*

**Venue**

In Mumbai, the training will be held at the conference room of Micro Inks  
 907, Windfall, Sahar Plaza,  
 J B Nagar, Andheri (East),  
 Mumbai- 400059

**Contact**

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**REGISTRATION FORM**

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**Please copy, fill in and fax or mail to:**

WAN-IFRA South Asia Pvt. Ltd., 54 K.B.Dasan Road, SIET Admn. Building, Chennai 600 018, India · Fax +91.44.2435 9744 · infoindia@wan-ifra.org

First name/s \_\_\_\_\_  
 Surname \_\_\_\_\_  
 Company \_\_\_\_\_  
 Position \_\_\_\_\_  
 House no./street \_\_\_\_\_  
 City/postal code \_\_\_\_\_  
 Country \_\_\_\_\_  
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 INR / EUR \_\_\_\_\_ enclosed.  
 Name in block capitals \_\_\_\_\_  
 Address the invoice to \_\_\_\_\_  
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**Excerpt from the General Terms and Conditions for WAN-IFRA Public Training Events**

**2. Registration**  
**2.1** Registration can be submitted in writing to WAN-IFRA by mail, fax or e-mail. For the participant, the registration constitutes a binding offer for the conclusion of a contract for participation in the event described in the registration. This offer is subject to acceptance by WAN-IFRA. This is signalled by WAN-IFRA by confirmation to the participant that he has been accepted for participation in the event concerned.  
 ...  
**2.3** In order to ensure optimum training conditions, the number of participants is limited. Registrations will be processed in the sequence of reception.  
**3. Performance and Change of Performance**  
 ...

**3.4** WAN-IFRA can cancel or postpone events in case of too few participants (at latest two weeks before the start of the event) or cancellation of a speaker or other circumstances for which it is not responsible. In such cases, WAN-IFRA is relieved of the obligation to hold the event and shall reimburse participants any fees already paid.  
**4. Conditions of Payment**  
 ...  
**4.2** The participation fee becomes due upon receipt of the invoice.  
**5. Cancellation and No Show**  
 ...  
**5.3** The participant can cancel free of charge up to 14 calendar days before the event begins.  
**5.4** If the participant cancels between the 14th and seventh calendar day before the event begins, WAN-IFRA will charge 50% of the

participation fee as a cancellation fee. If the participant cancels later than seven days before the event begins, or fails to attend or does attend only a part of the training event, then the regular participation fee will be charged.  
**5.5** If a participant cannot personally attend an event for which he has a firm booking, he has the possibility to name a substitute. WAN-IFRA must be notified of this in writing, stating the name and address of the substituting person.  
**6. Liability**  
 ...  
**6.5** In case of withdrawal from the contract or cancellation of the event by WAN-IFRA, no reimbursement of costs for booking the travel or accommodation will be afforded.