

Culture Change in Digital Times

1-2 July 2013 – Newsplex Asia, Singapore

Programme

Day 1: 09:30 – 17:30 hrs

Day 2: 09:30 – 17:30 hrs

Outline

- What does culture change look like and how do you start?
- Basic blueprint and tenets for assessing the road to change.
- Breaking free of the hierarchical newsroom structure.
- Agile process and workflow
- Re-thinking tools & technology
- Training & reinforcement of best practices
- Case study examples from the industry
- Examples of newsrooms who have re-imagined their structure – what works and what doesn't
- Re-imagining your newsroom – take your existing structure and blow it up
- Creating a pro-active newsroom that thrives on constant change and evolution
- Talent management and the shifting of digital landscape
- How to work cross-departmentally – revenue and sponsorships, customer content, consumer marketing, digital and IT

Introduction

Traditional media companies have faced fundamental challenges in the past few years as they transition their newsrooms from a daily print effort to a digitally focused media environment to hit new digital revenue streams and business goals.

This workshop will highlight practical steps to implementing cross-department culture change between print and digital, with a focus on creating a company-wide culture of innovation that moves outside of editorial.

News consumption is changing rapidly and the traditional newsroom needs to change with these new readership habits.

Who is it for:

Managers / Directors and Executives who want to overhaul and rethink their organizational structure in a fast-paced digital environment. The workshop will touch on both subscriber and non-subscriber audience focus, and how to target revenue streams.



More information & online registration at:

www.wan-ifra.org/events/culture-change-in-digital-times

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 (2 days workshop)

Member: SGD 1,000

Non-Member: SGD 1,300

Fee inclusive of training materials, coffee breaks & luncheons

Registration Form

Culture Change in Digital Times: 1-2 July 2013, Singapore

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:

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