

# Digital Media for Non-Digital Executives

23 - 24 January 2017, Mumbai, India

## Programme

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

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

### Day 1: The Ground Brushing Up The Basics

- Jargons & Definitions  
*Meanings and applicabilities of terms and acronyms that go past the eyeballs or are heard in meetings.*
- Digital thinking - Understanding the reader  
*How can digital thinking help to grow website of media companies?*
- Using the right tools  
*Know the right digital tools and learn to use them.*

### Day 2: Selling Digital Media

- Measuring Digital Media  
*How to measure the impact of digital medium?*
- Creating Value Proposition for Advertiser  
*One size do not fit all advertisers. How to create a value proposition for advertisers?*
- Pitching to a Potential Advertiser  
*How to convince the advertisers that your pitch is value for money?*
- Maximising Yield  
*Think out of the box and maximise*

## Target group

Non-digital executives in the media companies, editors, finance executives, print sales executive who are interested to learn about digital media.

## Introduction

The Millennials may find Digital Media like a slice of cake, but for those who have either missed the bus, or did not have access to learn the ropes, Digital Media can become both embarrassing and intimidating.

This workshop will hand-hold the executives through some of the most elementary activities one performs online. It starts with an explanation of most common terms used in digital media and digital advertising and ways of measuring digital media and its impact. For those, who wish to sell digital inventory, the workshop will provide a comprehensive understanding of creating value proposition for advertisers, making a sales pitch and convincing advertisers and maximising yield for them.

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



## Trainer



**Saurav Sen** is a senior journalist-turned digital media consultant based in New Delhi. He has worked for major media brands like The Times of India, India Today, The Telegraph, The Asian Age etc, apart from Khaleej Times, Dubai and The Guardian, London in more than 23 years of journalistic and stellar media management experience. He has been at the forefront of India's digital media evolution ever since the internet came to India in 1995.

He became a full-time digital media consultant since 2007, running his boutique consultancy firm, Sidnet Digitalia, and advising clients both in India and abroad. Saurav is a noted public speaker, a sworn internet evangelist and an empanelled digital media expert trainer for WAN-IFRA.

## 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

## Fee

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

Non-members: INR 30,000 / EUR 450

Please add 15% taxes to the above fee

Included in the price are the course fee, documentation, luncheon and beverages during breaks.

**Special offer:** One complimentary registration for every two paid registrations.

**Important:** The maximum number of participants will be limited to 15 persons on first-come first-served basis.

Please register before 10<sup>th</sup> January 2017 for confirmation.

## Contact

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## REGISTRATION FORM

### Digital Media for Non-Digital Executives

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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 \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Signature \_\_\_\_\_

Please register me for

Digital Media for Non-Digital Executives

#### Payment details:

Cheque / demand draft favouring **WAN-IFRA South Asia Pvt Ltd** for

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.

2.2 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

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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.