

Editorial Leaders

An exclusive training programme for mid-career journalists

The new 'Editorial Leaders' initiative from the World Editors Forum and WAN-IFRA, is a module based training programme aimed at improving the knowledge of mid career journalists. It is designed to help them gain professional expertise to better engage with the communities around them.

The programme will develop future-ready editorial leaders and help news publishers create a pool of talent for the future.

The modules will be led by best-in-class trainers and will address the new and changing needs of the readers, the skills needed to engage them with the publisher's brand and the ways to gain advantage over old and new competitors.

www.wan-ifra.org/academy



Editorial Leaders

Module 1: Creating engaging stories

10 - 11 April 2015, New Delhi

Creating an engaging story is a challenge and this module will help the participants think beyond the one-way, linear, mono-medium stories to start creating captivating articles that exploit all that the web has to offer. Participants will gain skills that needed to push your newsroom to the forefront of the digital storytelling revolution.

At the end of this module, the participants will understand how to engage readers with content across platforms, drawing on the strengths and weaknesses of each platform.



Module Leader: Jonathan Halls

Principal, Jonathan Halls & Associates, US & Former BBC Training Director, UK

Module 2: Writing for the web

14 - 15 May 2015, Chennai

This module will explain how writing for the web is different from writing for print and the factors to be considered when writing for the web. It will focus on methods of information design for the digital medium and will share insights on scannability, readability and search engine needs.

This module will also emphasise tapping social media as a news source and as a platform to promote news content of each platform. Participants will become familiar with the most important steps in constructing a web story and with the style of writing that is required for the new media.



Module Leader: Sunil Saxena

WAN-IFRA Associate Consultant, India

Module 3: Data journalism

11 - 12 June 2015, New Delhi

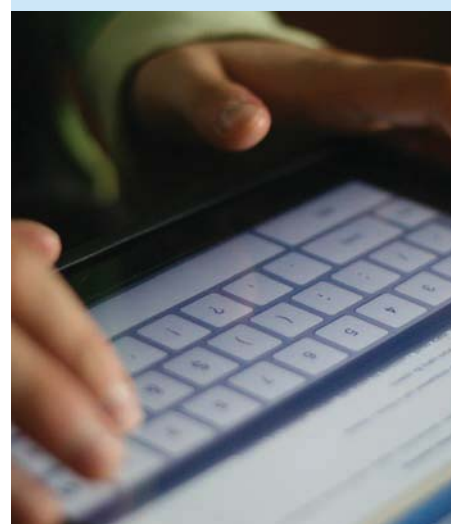
Big data has changed journalism for ever. The internet and storage of information online has opened up a new field of journalism for those able to make sense of data. With a few new skills journalists can make sense of data and use online information to identify, tell and visualise stories for any platform.

This workshop will provide strategic insight, case studies as well as skills and tools to allow editors to use data journalism in the newsroom for improved storytelling.



Module Leader: Kevin Anderson

Regional Executive Editor, Gannett Wisconsin Media, USA



Module 4: Long form writing

9 - 10 July 2015, Chennai

For newspapers, one of our great strengths remain longer-form, narrative journalism, since it differentiates us from the shallowness of many of our digital competitors. Successful publishers are capitalising on the interest in narrative journalism and long form coverage of news and articles. This module will focus on the techniques and skills of long form writing as well as how it best can be adapted for both print and digital.

Participants will learn how to produce long form stories including the use of narrative voice, story structure and style. They also will understand how these techniques can be used in covering major stories and events.



Module Leader: Christopher Conte

Knight Journalism Fellow, USA

Module 5: Harnessing social media

12 - 13 August 2015, New Delhi

This module is geared to exhibit the importance of new age content distribution platforms and social media applications in pushing editorial content. The module will give insight into the immense power of every invisible reader and how it defines modern-day journalism on popular social networks such as Facebook, Twitter and LinkedIn.

The participants will understand the algorithms of social networking sites, study how content goes viral as well as learn intelligent content distribution and sharing methods.



Module Leader: Mark Smith

Editor, Mobile Web, The Washington Post, USA

Module 6: Leading the newsroom

1 - 2 September 2015, Mumbai

In this changing media landscape, it is generally accepted that there is no one-size-fits-all recipe for how a newsroom should be structured and how it should operate. This module will look at what change is, how it affects people and impacts newsroom. The module will mainly focus on change management and how to facilitate change by creating a formula for change unique to your organisation and newsroom.

The participants will learn the psychology of change and how to prepare for it using a readiness audit, communication plans, training and coaching.



Module Leader: Jonathan Halls

Principal, Jonathan Halls & Associates, US & Former BBC Training Director, UK



General Information

Duration and dates

The duration of the program is six months. Publishers can nominate the same or a different person for each module.

Participants who complete the modules with distinction will be conferred with a "Editorial Leader" badge. Participants who complete all six modules successfully will be given a "Editorial Leader" master certificate.

Venue

Chennai modules:

Radisson Blu Hotel Chennai City Centre
2, Ethiraj Salai, Commander-in-chief Road,
Egmore, Chennai 600008

New Delhi modules:

India Habitat Centre, Lodhi Road, Lodi Estate,
Lodi Colony, New Delhi 110003

Mumbai module:

The Westin Mumbai Garden City
International Business Park, Oberoi Garden City,
Goregaon East, Mumbai 400063

Fee for publishing companies

WAN-IFRA members: INR 3,50,000 + 12.36% taxes

Non-members: INR 4,50,000 + 12.36% taxes

The registration is open to publishing companies. A publisher can nominate up to 3 participants for each module.

Included in the price are the course fee, documentation, luncheon and beverages during breaks for all the six modules.

Note: Only maximum of seven publishers will be accepted in the programme. Please confirm immediately.

Contact

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Editorial Leaders

Registration Form

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

Full name _____

Company _____

Position _____

Address _____

City/postal code _____

Country _____

E-Mail _____

Phone _____

Fax _____

Signature _____

Payment details: Cheque / demand draft favouring **WAN-IFRA South Asia Pvt Ltd**

for INR / EUR _____ enclosed.

Address the invoice to _____

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.