

New Media Metrics & Analytics

12 - 13 November 2014, Mumbai, India

Programme

Day 1: 10.00 – 17:30 hrs.

Day 2: 09:30 – 17:00 hrs.

- Content, communities, conversations
- Discovery and distribution of social content
- User-generated content (UGC)
- Verification: 3 steps to ensuring authenticity
- Accuracy of UGC content
- Technology & Distribution
- Mobile strategies
- When to post: Tracking peak audience
- How to post: Targeted or Mass?
- What to post: Content strategy
- Metrics & SEO
- Understanding the jargon
- Understanding the audience

Introduction

A winning online strategy requires a deep understanding of how content is discovered and distributed; it calls for a mindset shift in the way we source, report and contextualize the content. Participants will learn key terminology on digital, social media metrics and analytics; and get an overview on key tools to use and techniques to follow. The workshop covers the core basics of building a strategy around growing the reach and engagement around your content.

This interactive workshop will equip you with best practices and frameworks around how to use social media, tips and tricks as well as common traps to avoid on social media. At the end of the workshop, participants can create their own framework for digital and social media metrics and integrate this into their daily workflow.

Note: This training is also offered to WAN-IFRA member companies as in-house training.

Target group

- Sales & Business Development Managers
- Marketing Managers
- Editors and Online Editors
- New Media Editors
- Social Media Editors
- Reporters or journalists



Trainer



Asha Phillips is Asia’s most recognized trainer and authority in the field of verifying social content. She has taught numerous journalists, editors and students on the use of user-generated content in reporting. She has trained and consulted for several key industry giants, including CNN, Wall Street Journal Asia, Australia Broadcasting Corporation, Yahoo, WAN-IFRA and Singapore’s Nanyang Technological University. Asha is also one of the pioneering editors at Storyful – the first global social media news wire -- which was acquired by News Corporation in 2014.

Asha combines the best of traditional media – its rigor and scrutiny – with the speed and flexibility of digital media. Asha is a board member of the Asian American Journalists Association’s (AAJA) Asia chapter and is a regular speaker across industry conferences and seminars.

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
 Tel:+91.22.28364313
 (Next to Hotel Kohinoor Continental, Mumbai)

Fee

WAN-IFRA members: INR 25,000 / EUR 350 + 12.36% taxes
 Non-members: INR 30,000 / EUR 450 + 12.36% taxes

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

Special offer for WAN-IFRA members:

3 or more registrations : INR 20,000 / EUR 300 + 12.36% taxes per participant

Important: *The maximum number of participants will be limited to 15 persons on first-come first-served basis. Please register before October 31st for confirmation.*

Contact

WAN-IFRA South Asia Pvt. Ltd.
 54 K.B.Dasan Road, SIET Admn. Building
 Chennai 600 018, India
 Tel. +91.44.4211 2893 . Fax +91.44.2435 9744
 Email: infoindia@wan-ifra.org
 Contact person: Selva Prabu

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 _____
 Address _____
 City/postal code _____
 Country _____
 E-Mail _____
 Phone _____
 Fax _____
 Signature _____

First name/s (2nd participant) _____
 Surname _____
 Company _____
 Position _____

Payment details:

Please send me an invoice

Name in block capitals _____

Please address the invoice to _____

Excerpt from the General Terms and Conditions for 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

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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.