

Taking your newsroom to the next level

Strategies for Newsroom Transformation

- Optimise the editorial workflows
- Working smarter in the newsroom
- Finding inspiration and ideas to speed up the process

Roadshow workshops in Germany 2013

- 1.5 days to manage the change & involving all your staff. Now!
- September:** 2-3 Berlin, 4-5 Hamburg, 23-24 Munich, 25-26 Darmstadt

Tailored programme for your newsroom

- To invent & implement your own model
- Dates at your convenience

www.wan-ifra.org/yournewsroom



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Introduction

Print is still the major source of income in newspaper-based media houses, while digital development is increasing. For the newsroom, this transition is often undertaken with no increase in staff.

By optimizing the editorial workflow and working smarter, you can shift staff from print to essential digital while publishing content in a multi-channel environment.

Changing workflow is a demanding task and may mean changing the editorial culture to make it work.

WAN-IFRA can help you in that transition, providing inspiration and ideas to speed up the process.

WAN-IFRA can also help you analyse your newsroom and show you how to set up a 'total change' project.

Your Trainer



Jørgen la Cour-Harbo,

is a pioneer of modern media workflow.

He develops digital tools for media and has worked for more than 30 years at NORDJYSKE Media, Denmark.

Jørgen has 15 years' experience in a multimedia newsroom and is an expert in optimizing media organisations

Roadshow workshops in September: **MANAGE THE TRANSITION**

1.5 days in Berlin – Hamburg – Munich – Darmstadt

Who should take this course?

Editors, in charge of newsroom projects or group leaders who want to manage the change and involve all staff, and do it soon

We focus on:

- Breaking down the chosen strategy – translating that strategy to daily work.
- The journalist's role(s) in a multimedia newsroom
- Change management – drive and inspire
- Sources and skills needed to make the change a success
- How to develop from few media to multi media
- Analyses of the workflow: Efficiency, planning the daily workload
- Keys to improve your project management

Programme:

Day 1:

9:00: Registration

9:30: Change of culture

The journalistic thinking changes with new demands – a new type of reporters

10:15: The strategy is a lighthouse

Convert the overall thinking to daily life. Break down the silos.

11:15: Break

11:30: Analyses

Key elements to analyse to know your workflow and your efficiency

12:30: Lunch

13:30: The planning, part 1

Ideas to involve external and internal assets, to activate the news staff in preparing the change of culture and workflow.

15:00: Break

15:30: The planning, part 2

19:00: Dinner,

followed by open discussions

Day 2,

9:00: Implementation – putting it all together

The main source is you self, but you might need some help.

10:30: Break

10:45: They did it

Versatility, digital agility, ... what are the factors on which you must act?

Tools to overview the new workflow

12:30: Conclusion

13:00: Lunch and departure



Tailored Programme: CREATE AND SUPERCHARGE YOUR OWN NEWSROOM PROJECT

WAN IFRA can help you and your project team invent and implement your own model capable of satisfying your audiences in real time & across multiple platforms.

We focus on:

- Defining your new journalism
- Designing a more responsive newsroom
- Breaking with old habits and introducing the start-up mind
- Analysing your workflow
- Setting up a change strategy
- Planning the implementation

Workshop Venues

Berlin, Germany:

Event room in Berlin to be confirmed

Hamburg, Germany:

Event room in Hamburg to be confirmed

Munich, Germany:

Süddeutscher Verlag Zeitungsdruck GmbH

Hultschiner Straße 8, 81677 Munich

Darmstadt, Germany:

WAN-IFRA CH, Academy

Washingtonplatz 1, 64287 Darmstadt

For our hotel recommendation please visit:

www.wan-ifra.org/yournewsroom

Fees

Standard fee: 1.5 days workshop: EUR 750 + VAT

The fee includes all learning materials and food during the programme. Travel and accommodation expenses are not included in the participation fee.

Please use online-registration:

www.wan-ifra.org/yournewsroom

Contact

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Remark:

Working language of the workshops is English