

# Social Media and Web Reporting Techniques

18 to 19 April 2011, Hyderabad, India

## Programme

Day 1: 10.00 – 17:30 hrs.

Day 2: 09:30 – 17:00 hrs.

The training programme will cover the following aspects.

- Functioning of Social Media
- Qualified tools for news publishers
- Creating networks and reader relationship via Social Media
- Use for news gathering and publishing
- Social Media best practices
- Practical experiences with Social Media tools

## Target group

- Reporters
- Editors, Online Editors
- New Media Editors
- Publishers
- Management Executives
- Journalists and producers who want to get familiar with the new tools for convergent journalism.

## Introduction

“Social Media opens up new doors to collaborative journalism—which will be richer and more efficient”, Jeff Jarvis, media guru, mentioned recently. Today, readers demand transparent, authentic and fast communication with newspapers. From a passive consumer of news, they have now evolved to be an active consumer of news and want to be engaged in the process. Web 2.0 and Social Media tools can help newspapers in providing the virtual space and discussion platforms for its readers to express themselves.

How can journalists and news publishers use Social Media tools to reach a greater audience and to get a close connection with their readers? How can they use it for research and crowd sourcing? What Social Media tools are suited for Journalists? And how can they integrate them into their daily work?

This training program on “Social Media for News Publishers” will explain how Social Media works in general as well as news channel in particular. Practical exercises will help the participants to learn how to use Social Media tools and get to know which best fit their needs. The training will also show best practices from successful newspapers.

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



**Trainer**



**Birthe Kretschmer** is a WAN-IFRA consultant and trainer on cross-media newsrooms. A journalist herself, she coaches fellow journalists at institutions such as the Journalistenschule Ruhr in online and multimedia journalism with a focus on Social Media. As part of the WAN-IFRA consulting team she supports newsrooms in re-organising their workflows.

Birthe Kretschmer also works for newspapers in Western Europe and Russia including Westdeutsche Allgemeine Zeitung, Neue Rhein Zeitung, Archant Group (GB), 24heures and Le Matin Semaine (Edipresse Group CH). She is a close follower of the changes in the news industry as well as the challenges for journalists worldwide.

**Venue**

In **Hyderabad**, the training will be held at **Hotel Taj Deccan**  
 Road No.1, Banjara Hills  
 Hyderabad – 500 034, India  
 Phone +91.40.6652 3939

**Fee**

WAN-IFRA members: INR 25,000 / EUR 475 + 10.3% taxes  
 Non-members: INR 30,000 / EUR 575 + 10.3% taxes  
 Included in the price are the course fee, documentation, luncheon and beverages during breaks.

**Important:** *The maximum number of participants will be limited to 15 persons on first-come first-served basis. Please register before 8<sup>th</sup> April 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 0640 . Fax +91.44.2435 9744  
 Email: infoindia@wan-ifra.org  
 Contact person: V Antony

**REGISTRATION FORM**

**Social Media and Web Reporting Techniques**

**18 to 19 April 2011, Hyderabad, India**

**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 \_\_\_\_\_  
 \_\_\_\_\_  
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**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**  
 ...

**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.