

## Engaging Audiences with Data Journalism

16 – 17 June 2016  
Singapore

### Course Outline

- ❖ Overview of some of the most advanced data projects being done today by newsrooms around the world
- ❖ How to expand your editorial standards to encompass the use of data
- ❖ How to build a data journalism team. What skills do you need? What roles do you need?
- ❖ Hiring a 'hacker' - how to hire and manage technical teams
- ❖ Planning for multi-platform (print, desktop, mobile and social) data-journalism projects with case studies from the ABC in Australia and ProPublica
- ❖ Social strategies to engage audiences with Big Data projects
- ❖ Multimedia planning, a new frontier merging Big Data and video
- ❖ Managing cross-functional teams of staff and contractors



### Introduction

The Panama Papers showed how Big Data, data analysis and technical project management can deliver journalism with impact at the highest levels of government and society. Projects like this, major investigations and smaller features demand new skills not only of journalists but also of editorial managers.

In this course, we will look at cutting edge projects that show the power of data-driven storytelling. How this new suite of skills is delivering groundbreaking journalism with incredibly engaging storytelling techniques. The course will give editorial leaders the skills they need to build and manage teams to create these truly groundbreaking projects.

### Who Should Attend

Reporters & journalists | editors | digital editors | producers | developers, coders and data miners who are interested to understand the best of journalistic practices

## Trainer



**Kevin Anderson** is an international journalism and communications consultant with more than 15 years of global digital journalism

experience. His clients have included Al Jazeera, India's Network18, Reed Business Information, CNN International and Trinity-Mirror. From 2014 to 2015, he was a regional executive editor with Gannett, the larger newspaper publisher in the US. From 2006 to 2010, he held a number of digital leadership positions with The Guardian, and from 1998 to 2006, he worked for the BBC, including more than six years as the BBC's first online correspondent outside of the U.K.

## Schedule

Day 1: 09:30 – 17:30 hrs

Day 2: 09:30 – 17:30 hrs

## Register Online

[www.wan-ifra.org/datajournalism](http://www.wan-ifra.org/datajournalism)

## Hotel Accommodation

Ramada and Days Hotels Singapore at Zhongshan Park, 18 Ah Hood Road Singapore 329883

Attention: Mark Ng

Tel: +65 6808 6806 | + 65 9025 4699

Email: [mark.ng@ramada-dayshotelssingapore.com](mailto:mark.ng@ramada-dayshotelssingapore.com)

Website: [www.ramada-dayshotelssingapore.com](http://www.ramada-dayshotelssingapore.com) |

[www.wyndhamhotelgroup.com](http://www.wyndhamhotelgroup.com)

## Venue

### Singapore Press Holdings Ltd

1000 Toa Payoh North, News Centre  
Singapore 318994

## Standard Fee

Member: SGD 1,000

Non Member: SGD 1,300

Fee inclusive:

Training materials, coffee breaks & luncheons

## \*Singapore WDA Subsidy Fee

Member: SGD 300

Non Member: SGD 600

*Quota for WDA subsidized seats is limited. Subsidy fee will be extended base on first-come-first-serve basis.*

### \* WDA Subsidy

Singapore Citizens and Permanent Residents can now enjoy **subsidies of up to 70% of the course fees** when they enroll in this workshop supported by the Singapore Workforce Development Agency (WDA). Terms and Conditions apply.

## Malaysia HRDF Claimable Fee

Malaysia companies can submit for HRDF claims up to 50% on the course fee, plus participant's daily travel allowance and airfare.

Interested companies are advice to check directly with HRDF for the exact claimable amount applicable to your organization.

## For More Information

Jen Teo | Senior Manager, Training

Tel: +65 6562 8445 | Email: [jen.teo@wan-ifra.org](mailto:jen.teo@wan-ifra.org)

### Important Note:

Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interest of the training without notice.

### Cancellation and Replacement:

Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training