

Writing and Reporting News

~ a workshop with a focus on Long Form Writing

14 - 15 June 2016
Singapore

Course Outline

- ❖ Understand the latest in long-form journalism
- ❖ How it is packaged for print and digital platforms
- ❖ Identify long-form story formats
- ❖ Use of multi-platform (print, digital, mobile and social) in long-form story planning
- ❖ Adding video, audio and other elements
- ❖ How to engage social and mobile audiences with long-form journalism
- ❖ Adding events to your long-form journalism to increase impact and, in some cases, drive revenue



Introduction

Print journalism has long made its mark with long, in-depth articles, features and investigations that set it apart from its broadcast and digital competition. But in the era of short social updates and mobile messaging, some have feared that long-form journalism would not attract the audiences in this attention-deficit age.

But research has shown that high impact, long-form journalism is critical in maintaining a strong brand both in print and across digital platforms, and in-depth features and investigations are enjoying a renaissance as digital storytelling creates bold new opportunities for journalism.

In this course, we will look at how to plan high impact long-form pieces for print, desktop, mobile and social audiences. It will show how to plan, package and promote your highest quality and highest investment journalism to have the maximum impact and engagement.

Who Should Attend

Reporters & Journalists | Editors & Sub Editors | Digital & Social Editors | Feature Editors

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/longform_writing

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

Website: www.ramada-dayshotelssingapore.com | www.wyndhamhotelgroup.com

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

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 HDRF 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