

Writing for Digital Media

26 – 27 May 2014
Newsplex Asia, Singapore

Program

Day 1: 09:30 – 17:30 hrs

Day 2: 09:30 – 17:30 hrs

Course Outlines

- * The characteristics of stories that engage viewers in digital/social media
- * Writing compelling headlines for digital media that will attract readers and search engines
- * How to incorporate sub headings
- * How words, images, video and information design work together
- * Storytelling techniques in the digital media era
- * Writing clearly and concisely for digital media

Who Should Attend

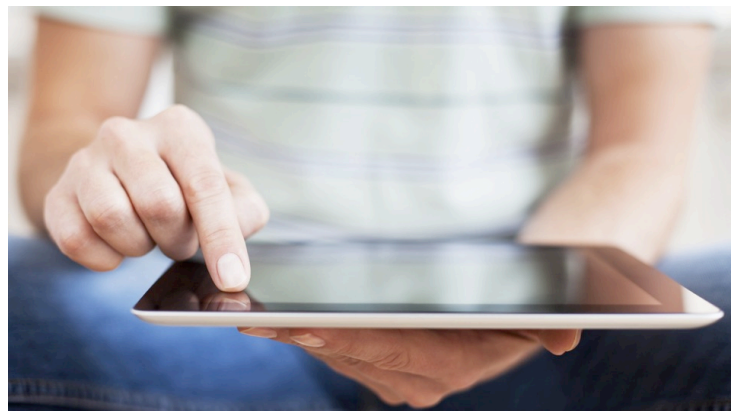
This is a workshop for journalists and editors who are looking to further their storytelling capabilities and adapt to the digital sphere. Participants should have a working knowledge of journalism, digital media and willingness to engage with practical exercises.

Introduction

Today, people read text on ever-smaller screens, including tablets, smartphones and e-readers like the Kindle, making attracting readers even more difficult. Web-usability research also shows that users tend to skim or scan content, especially when they first visit a website. For all these reasons, journalists have to present text differently online. Internet users want to get information fast. Headlines that leave them guessing about the topic of a story do not entice them to click through to read the rest of it.

Not only do journalists need to follow the basic principles of journalism, which include objective and accurate reporting, fact checking, citing sources, following proper grammar and spelling rules, and knowing the audience. They also need to write in a way that suits their medium, especially digital media. What has changed with the advent of social media? Do articles that inform, teach, illuminate, and inspire readers still get read?

In this workshop, participants will learn how to connect with readers by telling powerful stories that aim for their hearts.



Trainer



Prerna Suri is an award-winning journalist, documentary filmmaker, writer and commentator, having worked with some of the biggest names in international newsrooms, including- Al Jazeera English, CCTV, CNN, BBC and NDTV.

Prerna began her career in print journalism, having written for newspapers like 'The Times of India', 'The National', 'The Straits Times', 'The Wall Street Journal' and 'Khaleej Times'.

In 2007, she was the only woman journalist to enter Darfur and report extensively on Sudan's civil war. She still remains committed to broadcast, being a regular guest on Singapore's Channel News Asia and serves as an advisor to various news companies. Currently, she is the founder of Inspired Productions, with offices in Singapore and Dubai, which helps businesses across Asia extend their communications needs through digital media consultancy; media training; content & video production.

She currently leads Inspired Productions, a communications consultancy firm headquartered in Singapore with sub-offices in Dubai. The firm helps businesses across Asia and the Middle East extend their communications needs through digital media consultancy; media training; content & video production.

Previously Prerna has worked as the Asia Pacific spokesperson for UN OCHA. She holds a masters degree in media studies from the London School of Economics and Political Science (LSE).

Register Online

www.wan-ifra.org/writing_digital_media

Venue

Newsplex Asia

Nanyang Technological University
Wee Kim Wee School of Communication & Information
Level 1, 31 Nanyang Link
Singapore 637718



*Fee

Member: SGD 1,000
Non-Member: SGD 1,300

*Subsidies Fee

SGD 300 per person

Fee inclusive:

Training materials, coffee breaks & luncheons

*WDA Funding

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.

Hotel Accommodation

Bay Hotel Singapore
50 Telok Blangah Road, Singapore 098828
Attn: Mr CK Tay | Senior Sales Manager
Tel: +65 6818 6685 | + 65 9682 9818
Email: ck@bayhotelsingapore.com

For More Information

Jen Teo | Senior Manager, Training
Tel: +65 6562 8445 | Email: 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.

More information and online registration: www.wan-ifra.org/writing_digital_media