

2 - 4 September, Mumbai

WAN-IFRA India 2015 Conference & Expo

Co-sponsored by
The Indian Newspaper Society

- Expo
- Conference
 - Newsroom Summit
 - Printing Summit
 - Crossmedia Advertising Summit
- World Young Reader Awards
- Learning Workshops
- Regional Assembly of Members
- Media Market

WAN-IFRA India 2015 Conference & Expo

WAN-IFRA India Conference is back in Mumbai after a gap of 12 years. Many things have changed in the news media industry during this period, importantly the reading habits of people and the emergence of digital media (including mobile) as the new source of revenue and reach for news publishers. However, the need for quality and credible journalism has not changed and is becoming more important than ever. These changes also brought with them the challenges of reaching out to the readers anytime, anywhere and monetising the engagement with the readers.

Successful news publishers have adopted to these changes with new innovation strategies, new business methods, efficient operation techniques and have started reaping the benefits. WAN-IFRA India 2015 will bring some of these success stories to provide insights and inspiration to take on the new challenges. The three parallel summits - **Newsroom, Printing and Crossmedia Advertising**, will provide ample guidelines and thoughts for action.

The event will also feature three learning workshops on

- **Energy and power quality management**
- **Increasing revenue in classifieds**
- **Integrated newsroom**

Come, make the most of it.

Conference and Expo Venue

The conference and expo will be held at
Bombay Convention & Exhibition Centre
Nesco Compound, Western Express Highway
Goregaon East
Mumbai – 400 063
Tel: +91.22.6645 0123
www.nesco.in/bec.html

SPONSORS



PUBLICATIONS

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World News Publishing Focus

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GXpress
Indian Printer and Publisher
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About WAN-IFRA

WAN-IFRA, based in Paris, France, and Frankfurt, Germany, with subsidiaries in Singapore and India, is the global organisation of the world's newspapers and news publishers. It represents more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries. Its core mission is to defend and promote press freedom, quality journalism and editorial integrity and the development of prosperous businesses.

WORLD EDITORS FORUM Newsroom Summit

Day One: 2 September 2015

Opening session

09.30 Inauguration and welcome.

09.45 Keynote address.

Patrick Daniel, Editor-in-Chief, English and Malay Newspapers Division, Singapore Press Holdings Ltd., Singapore

10.30 Expo inauguration and visit.

13.00 Lunch break

Session: News publishing in digital age

14.00 The world in the digital age: why professional journalism is more important than ever?

Marcelo Rech, Executive Director of Journalism, Zero Hora & President, World Editors Forum, Brazil

14.30 Integrated newsroom as the way forward for improving the efficiency of the newsrooms and usability of the stories.

Nicholas Dawes, Chief Editorial Officer, HT Media Ltd., India

15.00 Videos in story telling. ESPN Cricinfo's in-house digital video production teams and editorial team continues to grow and develop the brand's use of high-quality videos.

Gaurav Kalra, Senior Editor – Video, espncricinfo, India

15.30 Tea break

16.00 Transformation of media landscape and publisher business through mobile!

Dushyant Khare, Head - Strategic Partnerships, South East Asia & India, Google, India

16.30 Tools and Techniques for social media reporting.

Speaker invited

17.00 Story telling re-defined. Automated stories, data journalism, long form stories and new formats for enhanced storytelling. What is the latest trend?

Jonathan Halls, Principal, Jonathan Halls & Associates, USA

17.00 End of day one

Day Two: 3 September 2015

09.30 Opening keynote: Global media trends.

Thomas Jacob, Chief Operating Officer, WAN-IFRA, Germany

Session: Challenges and opportunities facing Journalism

10.10 Short, socially connected and conversational. In the age of mobile, how should editors and journalists approach story telling?

Ritu Kapur, Co-founder, Quintillion Media, India

10.40 Safety training and guidelines. How to use online visualisations to train journalists reporting from dangerous areas?

Najia Ashar, Senior Anchor, Geo News Television, Pakistan

11.10 Tea break

11.40 How to make news more re-usable?

Nasr Ul Hadi, Knight Fellow, HT Media Ltd., India



Patrick Daniel
Editor-in-Chief,
English and Malay
Newspapers Division,
SPH Ltd., Singapore



Marcelo Rech
Executive Director of
Journalism, Zero Hora
& President, World
Editors Forum, Brazil



Nicholas Dawes
Chief Editorial Officer,
HT Media Ltd., India



Gaurav Kalra
Senior Editor – Video,
espncricinfo, India



Jonathan Halls
Principal, Jonathan
Halls & Associates,
USA



Dushyant Khare
Head - Strategic
Partnerships, South
East Asia & India,
Google, India



Thomas Jacob
Chief Operating
Officer, WAN-IFRA,
Germany

WORLD EDITORS FORUM Newsroom Summit

12.10 Editorial Leaders. A new initiative from WAN-IFRA to train Editors and Journalists to develop future-ready leaders.

Suresh Pillai, Senior GM & Head, Human Resources, Malayala Manorama Company Ltd., India

12.30 Lunch break

14.00 Guided expo walkthrough.

Theme: Editorial and Content Management Systems

Session: World Young Reader Awards

Common with Crossmedia Advertising Summit

15.30 World Young Reader Awards presentation



In this one-of-a-kind session, the global winners of World Young Reader Prizes receive their awards. Some of these top creators will share their innovative and adaptable strategies for effectively engaging youth that merited recognition in this prestigious WAN-IFRA competition.

WAN-IFRA thanks the prize supporters: SitesAlive, CCI and Eram Group.

17.30 End of day two

Day Three: 4 September 2015

Session: New revenue streams

Common with Crossmedia Advertising Summit

09.30 Programmatic advertising. What are the challenges and opportunities?

Ashwin Sridhar, Global Head, Digital Products Revenue, The Economist Group, UK

10.00 Verticalisation and communities of interest for new revenue growth.

Dr. Dietmar Schantin, Founder, Institute for Media Strategies, UK

10.30 Revenue beyond advertising. New and innovative ways to diversify consumer revenue streams.

Penny Jones, Head of International Business Development, Guardian News & Media Ltd., UK

11.00 Tea break

11.30 World Editors Forum round table: Censorship of Media.

Leading Indian Editors discuss about the media censorship issues and the way forward

12.30 Lunch break

Common Closing Session: Shaping the future of news publishing

14.00 Business models for sustainable print production.

Manfred Werfel, Director, World Printers Forum, WAN-IFRA, Germany

14.30 Business strategies for success in tough economic times.

Shrijeet Mishra, Chief Operating Officer, Bennett, Coleman & Co. Ltd., India

15.00 Media in the digital age – challenges and opportunities for publishing business.

Rainer Esser, CEO, Zeit Online GmbH, Germany

15.40 Official closing.



Ritu Kapur
Co-founder,
Quintillion Media,
India



Najia Ashar
Senior Anchor, Geo
News Television,
Pakistan



Nasr Ul Hadi
Knight Fellow, HT
Media Ltd., India



Suresh Pillai
Senior GM & Head,
Human Resources,
Malayala Manorama
Company Ltd., India



Ashwin Sridhar
Global Head, Digital
Products Revenue,
The Economist
Group, UK



**Dr. Dietmar
Schantin**
Founder, Institute for
Media Strategies, UK



Penny Jones
Head of International
Business Develop-
ment, Guardian News
& Media Ltd., UK

Printing Summit

Day One: 2 September 2015

Opening session

09.30 Inauguration and welcome.

09.45 Keynote address.

Patrick Daniel, Editor-in-Chief, English and Malay Newspapers Division, Singapore Press Holdings Ltd., Singapore

10.30 Expo inauguration and visit.

13.00 Lunch break

Session: Excellence and innovation in newspaper production

14.00 Innovative mindset is the key to achieve excellence.

Speaker invited

14.30 Optimising paper & energy. Case study from one of the largest printers in the world.

Bénédicte Gercke, Category Director – Paper & Energy, News UK and Ireland, UK

15.00 Stay together, win together. How does the Procurement Association of Danish Press work to keep the cost of Danish newspapers low for their readers?

Thomas Isaksen, CEO, Procurement Association of the Danish Press, Denmark

15.30 Tea break

16.00 Printed electronics. What is the technology and what are the commercial possibilities?

Dr. Arved Hübler, Chemnitz University, Germany

16.30 Characteristics of 40 gsm and 42 gsm newsprint. How does it compare with 45 gsm newsprint? What challenges can we expect during production?

Winfried Schaur, Senior Vice President, Newspaper Publishing, UPM, Germany

17.00 Systematic approach to standardise production with lower gsm newsprint.

Mohanraj P, AGM Production, The Hindu, India

17.30 End of day one

Day Two: 3 September 2015

09.30 Opening keynote: Global media trends.

Thomas Jacob, Chief Operating Officer, WAN-IFRA, Germany

Session: Color quality

10.10 INCQC 2016-18. What is new in the competition and how can newspapers use the competition to improve their process to achieve consistent print quality?

Anand Srinivasan, Research Manager, WAN-IFRA, India

10.40 What it takes to win INCQC membership? The Mathrubhumi won two club memberships in INCQC 2014-16 in their very first attempt. A case study.

PT Bhasi, GM - Production and Maintenance, The Mathrubhumi, India

11.10 Tea break

11.30 Guided expo walkthrough.

Theme: Process less / Low Chemistry CTP plates

12.30 Lunch break



Bénédicte Gercke
Category Director – Paper & Energy, News UK and Ireland, UK



Thomas Isaksen
CEO, Procurement Association of the Danish Press, Denmark



Dr. Arved Hübler
Chemnitz University, Germany



Winfried Schaur
Senior Vice President, Newspaper Publishing, UPM, Germany



Mohanraj P
AGM Production, The Hindu, India



Thomas Jacob
Chief Operating Officer, WAN-IFRA, Germany



Anand Srinivasan
Research Manager, WAN-IFRA, India

Printing Summit

Session: Trends in newspaper production

14.00 Compact web press for newspaper production. Express Publications (Ceylon) has installed a compact press recently. What is the business case, pros and cons?

Kumar Nadesan, Managing Director, Express Publications (Ceylon) Ltd., Sri Lanka

14.30 Retrofitting presses – The Star (Malaysia) upgraded their three double width presses recently. How to approach a retrofit project and what are the learnings?

Mohamed Hassen Mohammad Ali, Senior GM, Star Publications, Malaysia

15.00 Systematic approach to implement FM screen in newspaper production. What are the challenges in the implementation and how to achieve perfection systematically?

Anjan Mazumdar, Vice President - Quality & EHS, HT Media Ltd., India

15.30 Tea break

16.00 Integrated management systems. How management systems like ISO 9001, ISO 14001 and ISO 17001 help to achieve efficiency?

Muharrem Yaşar, Quality Manager, Feza Publications Inc., Turkey

16.30 Digital presses – A status update. What is latest in the technology, speed, finishing options and software?

Manfred Werfel, Director, World Printers Forum, WAN-IFRA, Germany

17.00 End of day two

Day Three: 4 September 2015

09.30 Analysis of the global newsprint industry – Prices, forecast, demand and supply.

Emmy D'Silva, Consultant Newsprint Procurement, Logistics & other Allied Services, India

10.00 Environmental benefits of process free plates. A user case study.

Speaker invited

10.30 Outsourcing non-critical operations to improve operational efficiency and cut cost.

Speaker invited

11.00 Tea break

11.30 Guided expo walkthrough.

Theme: compact presses

12.30 Lunch break

Common Closing Session: Shaping the future of news publishing

14.00 Business models for sustainable print production.

Manfred Werfel, Director, World Printers Forum, WAN-IFRA, Germany

14.30 Business strategies for success in tough economic times.

Shrijeet Mishra, Chief Operating Officer, Bennett, Coleman & Co. Ltd., India

15.00 Media in the digital age – challenges and opportunities for publishing business.

Rainer Esser, CEO, Zeit Online GmbH, Germany

15.40 Official closing.



PT Bhasi

GM Production & Maintenance, The Mathrubhumi, India



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Crossmedia Advertising Summit

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09.45 Keynote address.

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10.30 Expo inauguration and visit.

13.00 Lunch break

Session: Ad strategies for the changing media landscape

14.00 Advertising facts and trends – comScore’s prediction of advertisement growth in news publishing industry in India.

Kedar Gavane, Vice President, comScore, Inc., India

14.30 Ad Innovation in news media business. What are the expectations of a top advertiser from the news publishing houses?

CVL Srinivas, CEO - South Asia, GroupM, India

15.00 Nation wide print advertising sales platform. The Newspaper Works of Australia has opened a private exchange focussed on the purchase of print advertising.

Mark Hollands, CEO, The Newspaper Works, Australia

15.30 Tea break

16.00 New revenue streams in challenging times.

Shantanu Bhanja, Chief Digital Officer, HT Media, India

16.30 Increasing revenue in the major verticals: Autos, property and recruitment.

Peter Zollman, Founding Principal, Advanced Interactive Media Group LLC, USA

17.00 End of day one

Day Two: 3 September 2015

09.30 Opening keynote: Global media trends.

Thomas Jacob, Chief Operating Officer, WAN-IFRA, Germany

Session: Connecting brands to audience

10.10 “Hated by some. Every morning. Thankfully”. Mumbai mirror showcases its fearless journalism to position its brand.

Rahul Kansal, Executive President, Bennett, Coleman & Co. Ltd., India

10.40 Brand building through social events. Sakal organised “School Olympics” that saw over 22000 students participating from over 280 schools. A case study.

Shailesh Amonkar, Chief Marketing Officer, Sakal Media Group, India

11.10 Tea break

11.40 “Success in your hands”. Ananda Bazar Partika and Gillette guard joins together to help students in their career. A case study.

Rituraj Dasgupta, Sr. Manager - Sales (Dailies), ABP Pvt Ltd.

12.10 Social campaigns. Case study from an European newspaper that is known for initiating and supporting social, educational and cultural campaigns.

Speaker invited

12.30 Lunch break



Kedar Gavane
Vice President,
comScore, Inc., India



CVL Srinivas
CEO - South Asia,
GroupM, India



Mark Hollands
CEO, The Newspaper
Works, Australia



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Manfred Werfel

Director, World Printers Forum, WAN-IFRA, Germany



Shrijeet Mishra

Chief Operating Officer, Bennett, Coleman & Co.Ltd., India



Rainer Esser

CEO, Zeit Online GmbH, Germany

Workshops



Workshop 1: Energy and power quality management

1 Sep 2015, Hotel Courtyard by Marriott, Andheri, Mumbai

Session time: 10.00 hr to 17.30 hr

Workshop leader: Dr. B.E Kushare, Energy Auditor & Power Quality Consultant, India

This workshop will focus on the importance of energy management in a printing plant and areas where energy can be saved. The workshop will also discuss about monitoring energy consumption, benchmarking with industry-wide standards and setting target for efficient energy usage.



Workshop 2: Increasing revenue in classifieds

1 Sep 2015, Hotel Courtyard by Marriott, Andheri, Mumbai

Session time: 10.00 hr to 17.30 hr

Workshop leader: Peter Zollman, Founding Principal, AIM Group, USA

The workshop will cover various elements of a print/online classified advertising business, and how to increase revenue in classified categories. In addition to focusing on automotive, real estate, recruitment and general merchandise classifieds, the workshop will review current platforms, the future, safety and security issues.



Workshop 3: Integrated newsroom

3 Sep 2015, Hotel Courtyard by Marriott, Andheri, Mumbai

Session time: 10.00 hr to 17.30 hr

Workshop leader: Dr. Dietmar Schantin, Founder, Institute for Media Strategies, UK

The workshop will highlight practical steps to implement cross-department culture change between print and digital, with a focus on creating a company-wide culture of innovation that moves out of editorial. News consumption is changing rapidly and the traditional newsroom needs to change with these habits.

Workshop Fee

Participation in any one workshop

One participant: INR 15,000 / EUR 225

Two participants: INR 20,000 / EUR 300

Note: Please add 14% service tax to all the above fee.

Overseas delegates have to pay in EUR.

Fee includes participation in the event, buffet lunch and tea breaks.

Contact

To register for the workshops, please write to

Selvaprabu. S

Asst. Manager, Training Services

Tel: +91.44.4211 2893

Mobile: +91.98841 56520

Email: selvaprabu.s@wan-ifra.org

WAN-IFRA India Expo, the second-largest international exhibition in the world for trends and practices in the newspaper printing and publishing industry, will be held from 2 to 4 September 2015 in Hall 5 at Bombay Exhibition Centre, Mumbai.

The industry's top technology and service providers will showcase their latest products and service developments and offerings, providing publishers a vital resource for keeping up with industry challenges.

WAN-IFRA India Expo 2015 will feature the entire newspaper production workflow:

- Content management
- Editorial and page layout
- Archiving
- Native advertising
- Content licensing & syndication
- App development
- Mobile, Web & e-publishing
- Circulation management
- Web-offset presses
- Digital web presses
- Semi-commercial printing
- Pre-press and workflow
- Newsink & Newsprint
- Press consumables & ancillary
- Post-press for web-offset

Exhibitors

Delegates will have the opportunity to meet and discuss different offerings from the following suppliers:

4CPlus
ABB
Alpap Barring Technology
Anygraaf Oy
Cadgraf Digital
CCI Europe A/S
Comyan GmbH
Desknet GmbH
Fujifilm India Pvt. Ltd.
GOSS International
Kodak India Pvt. Ltd.
Kohli Graphic Systems
Krause Biagosch India Pvt. Ltd.
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S L Kulkarni Cyril Graphics Pvt. Ltd.
Summit Information Technologies Pvt. Ltd.
Technova Imaging Systems Pvt. Ltd.
Technicon India
The Printers House Pvt. Ltd.
TOYO INK ARETS INDIA Pvt Ltd.
Woodwing Software BV
WRH Global India Pvt. Ltd.
Zeta Marketing
and others.

Regional Assembly of WAN-IFRA Members

3 September 2015, Bombay Convention & Exhibition Centre

Regional Assembly of Members will be held for the first time in WAN-IFRA India event and will provide an opportunity for members to take part in WAN-IFRA's work and support the industry's future. The Assembly will feature presentation of the works of WAN-IFRA and followed by moderated discussion.

All members of WAN-IFRA are invited to attend the Assembly.

Media Market

3 September 2015, Bombay Convention & Exhibition Centre

Media Market is a platform for newspapers to showcase their innovations in print advertising. Top advertisers and agencies will be invited to this exhibition, which will be part of WAN-IFRA India expo. The expo stalls (Table top) are offered free of charge for newspapers on prior reservation. Limited stalls are available.

To reserve, please write to v.antony@wan-ifra.org

General information

Venue & session time

Venue

Bombay Convention & Exhibition Centre
Nesco Compound, Western Express Highway
Goregaon East
Mumbai – 400 063
Tel: +91.22.6645 0123

Conference session time:

September 2 & 3: 09:30 hr to 17:30 hr
September 4: 09:30 hr to 16:00 hr

Registration Fee

Registrations received on or before 1st August

INS / WAN-IFRA Members: INR 20,000 / EUR 310
Non-Members: INR 30,000 / EUR 465

Registrations received after 1st August

INS / WAN-IFRA Members: INR 26,000 / EUR 405
Non-Members: INR 40,000 / EUR 620

Note: Please add 14% service tax to all the above fee. Overseas delegates have to pay in EUR.
Fee includes participation in the event, buffet lunch and tea breaks.

Special for WAN-IFRA Members

One complimentary registration for every 5 registrations. If you register 5 participants, the 6th participant can register for free.

Workshop registration fee

Participation in any one workshop
One participant: INR 15,000 / EUR 235
Two participants: INR 20,000 / EUR 310
Add on Fee: INR 10,000 / EUR 155
(When already registered for the conference)

Note: Please add 14% service tax to all the above fee. Overseas delegates have to pay in EUR.
Fee includes participation in the event, buffet lunch and tea breaks.

Expo visitor registration

Visit to the expo is complimentary for the registered conference delegates and to other qualified business visitors.

Accommodation

A limited number of rooms are reserved in the official hotel for delegates at a special price.

Courtyard by Marriott Mumbai International Airport
CTS No.215, Andheri Kurla Road, Andheri East
Mumbai 400059, Maharashtra, India
Tel: +91.22.6136 9985

Single / Double occupancy: INR 7300 + taxes
Above rate includes breakfast and shared airport transfer.

Deadline: Please note that the booking has to be made before 3 August 2015 to avail the above rate.

To reserve a room, visit
cwp.marriott.com/bomcy/wanifra/

Enquiry

WAN-IFRA South Asia Pvt. Ltd.

54 K B Dasan Road, III Floor, SIET Admin. Bldg.
Chennai 600 018, India
Tel: +91.44.4211 0640, Fax: +91.44.2435 9744
E-mail: infoindia@wan-ifra.org

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Linkedin page: tinyurl.com/WANIFRAIndiaExpo

WAN-IFRA India 2015

2 - 4 September, Mumbai, India

Registration Form

Please complete the form and send, e-mail or fax to:

WAN-IFRA South Asia Pvt. Ltd. 3rd Floor, SIET Administration Building, 54 K B Dasan Road, Chennai India, 600 018

Tel: +91.44.4211 2893 Fax: +91.44.2435 9744 Email: infoindia@wan-ifra.org

Company information

Company _____

Address _____

City _____ Postal Code _____

Country _____

Company E-mail _____

Phone _____ Fax _____

Payment details:

By cheque, favouring **WAN-IFRA South Asia Pvt. Ltd.**, payable at Chennai

By Bank Transfer (**Please await invoice**)

Total amount payable in INR _____

WAN-IFRA Member INS Member Non-member

Signature, Stamp

Please register the following persons:

1. _____

Name	Position	E-Mail
Conference:	<input type="checkbox"/> (Delegates are free to attend any summit)	
Workshop:	<input type="checkbox"/> Energy & power quality management	<input type="checkbox"/> Integrated newsroom <input type="checkbox"/> Increasing revenue in classifieds

2. _____

Name	Position	E-Mail
Conference:	<input type="checkbox"/> (Delegates are free to attend any summit)	
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Workshop:	<input type="checkbox"/> Energy & power quality management	<input type="checkbox"/> Integrated newsroom <input type="checkbox"/> Increasing revenue in classifieds

Please use separate sheet to include additional delegates.

Important Note:

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

Cancellation & Replacement

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