

Young Reader Summit & Workshop

28 - 29 March 2011, New Delhi

Catch them young!

- Attracting more (young) readers – What is the challenge?
- How to integrate the subjects that interest young people in a newspaper?
- How to introduce younger thinking into a newspaper without alienating older readers?
- Online as a tool for engaging young reader
- Portrait of today's youth and perspectives from a marketer's point of view

www.wan-ifra.org/southasia



Young Reader Summit & Workshop



About WAN-IFRA

WAN-IFRA, based in Paris, France, and Darmstadt, Germany, with subsidiaries in Singapore, India, Spain, France and Sweden, 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. The organisation was created by the merger of the World Association of Newspapers and IFRA, the research and service organisation for the news publishing industry.

Introduction

In the present day multimedia world, attracting the young to read newspapers, and retain them has always been a challenge. The reader's time is fragmented due to the developments in technology and the availability of media friendly e-devices.

This first WAN-IFRA 'Young Reader Summit' in India on 28 March 2011, will look into successful, award winning young reader initiatives of newspapers in India and abroad. It will provide insights into attracting young readers to newspaper.

The Summit will be followed by "Young Reader Workshop" on 29 March 2011, led by Dr. Gerard van der Weijden, Senior consultant at WAN-IFRA on Young Reader initiatives.

Summit Programme

Day 1: 28 March 2011

Introduction

More (Young) readers for your newspaper

Putting young readers in a "ghetto" of special youth sections or integrating the subjects that interest young people in to the main newspaper - Which works better?

Introducing younger thinking into the newspaper without alienating older readers

Online as a tool for engaging the young reader. The WAN-IFRA cross-media award winning initiative from Malayala Manorama, "Ente Naadu", was targeted at readers between 18-30 years – a case study. (Invited)

Portrait of today's youth and perspectives from a marketer's point of view

Summit Chairperson



Dr. Aralynn McMane is Executive Director of Young Readership Development at WAN-IFRA. Dr. McMane, works with educators, newspaper executives and international governmental and nongovernmental organizations as she directs worldwide activities to help newspapers better engage the young. She has served on several UNESCO working groups and is on the advisory board of the European Journalism Centre.

Health Meter – The WAN-IFRA award winning young reader initiative from i next, for school children.

The Telegraph, is a very contemporary newspaper. How do they position themselves to attract young readers? (Invited)

A round up of 2010 World Young Reader Prize winners, the WAN-IFRA initiative recognising best young reader development projects.

Young Reader Workshop

Day 2: 29 March 2011

This one day learning workshop will help the participants to understand the concept behind various young reader initiatives and how to practise them. Key topics include

- **Young reader and new media**
- **Family reading**
- **Readers participation**
- **Youth pages/section - Is it good or bad**
- **Newspapers and Schools**

Note:

1. Participants to the workshop are invited to send in questions, comments and anything regarding getting more (young) readers that they want to be discussed.

2. Participation in the workshop is limited to 15 on first-come first-served basis.

General Information

Venue and Schedule

The Summit and Workshop will be held at

Le Meridien

Windsor place, Janpath

New Delhi 110 001, India

Phone +91.11.2371 0101

Young Reader Summit: 10.00 - 17:30 hrs.

Young Reader Workshop: 10:00 - 17:30 hrs

Fee

	WAN-IFRA Members	Non-Members
Day 1, Summit	INR 12500 / EUR 210	INR 15000 / EUR 250
Day 2, Workshop	INR 15000 / EUR 250	INR 18000 / EUR 300
Both days	INR 25000 / EUR 420	INR 30000 / EUR 500

Please add 10.3% taxes to the above fee

Special offer: One complimentary registration for every 5 registrations. If you register 5 participants, the 6th participant attends free.

Overseas participants pay in EUR

Included in the price are the course fee, documentation, luncheon and beverages during breaks.

Early bird offer

For registrations received before 10th March, 20% discount on the fee for the Summit on day 1.

Workshop Chairperson



Dr. Gerard van der Weijden, is a Dutch citizen living in Belgium. After years of working for the national Dutch newspapers in education (NIE) programme, he is now involved in a multitude of young reader projects all over the world. He is the inventor of The Reading Passport, used in over 30 countries and, for WAN-IFRA, the World Newspaper Reading Passport and the World Football Reading Passport.

Contact

V Antony

Business Development Manager

WAN-IFRA South Asia Pvt Ltd

54 K B Dasan Road, III Floor, SIET Admin. Building

Chennai 600 018. India

Phone +91.44.4211-0640 . Fax +91.44.2435-9744

v.antony@wan-ifra.org

Young Reader Summit and Workshop

28 - 29 March 2011, New Delhi

Registration Form

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

Phone +91.44.4211 0640 · Fax +91.44.2435 9744 · infoindia@wan-ifra.org

1. Full name _____ E-mail / Mobile _____

28 March, Young Reader Summit 29 March, Young Reader Workshop Both Events

2. Full name _____ E-mail / Mobile _____

28 March, Young Reader Summit 29 March, Young Reader Workshop Both Events

3. Full name _____ E-mail / Mobile _____

28 March, Young Reader Summit 29 March, Young Reader Workshop Both Events

4. Full name _____ E-mail / Mobile _____

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5. Full name _____ E-mail / Mobile _____

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Payment details:

Send me an invoice

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Name _____

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Excerpt from the General Terms and Conditions for WAN-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.

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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

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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

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4.2 The participation fee becomes due upon receipt of the invoice.

5. Cancellation and No Show

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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

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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.