

30 – 31 May 2012 Dhaka, Bangladesh

MAXIMISING REVENUE & REACH

The first ever WAN-IFRA event in Bangladesh

- Innovative Advertising
- Cross Promotion of Print & Online Advertising
- New Markets and Opportunities
- Growing Readership
- Technology and Business

www.wan-ifra.org/southasia

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Maximising Revenue and Reach

With the potential as one of world's next eleven largest economies, along with the BRIC nations, Bangladesh is a land of promise. The country promises openness of trade and stable economic growth. It is also one of the few countries in the world with growing newspaper business. WAN-IFRA takes pride in organising its first ever event in this promising land, Bangladesh and looks forward to help the news publishing industry to face the future business challenge.

Amidst the changing business scenario across the world, the newspaper market in Bangladesh is very attractive. The rise of online and mobile media, though could pose a challenge to traditional media houses, offers exciting business opportunities to grow.

The conference, "Maximising Revenue and Reach", will specifically address the opportunities that the current business scenario offers for news publishers.

The conference will feature interesting case studies from newspapers, advertisers and presentation of trends worldwide from WAN-IFRA experts.

The one-day workshop that follows the conference will focus on improving the print quality of newspapers and thereby making the newspaper more attractive for advertisers. Implementing ISO quality standards for efficient and high quality production will be discussed

Day One: 30 May 2012

Conference Programme

Time: 10.00 hr to 17.00 hr

Inauguration and Welcome address

Keynote address – Future of newspaper publishing

Innovative Advertising - Trends from around the world

Cross promotion of print and online advertising

Extra ordinary advertising possibilities and the future - what are the possibilities and the perspectives from an advertising agency professional.

Social campaigns – 'Maitree Bandan' from The Times of India is one of their initiatives for forging stronger relationship between nations and a case of how newspapers can play a vital role in the development of society – A case study.

Writing better stories. Understanding what our readers need and want

Reaching out to new audience and markets - A case study

Standards for newspaper print production – how to cope with the print quality demands of the advertisers and readers

Social networking as the way to connect with the reader and maximising reach

Conference summary and closing



Day Two: 31 May 2012

Workshop: Implementing ISO quality Standards

Time: 09.30 hr to 17.00 hr

In this workshop, participants will learn about various ISO standards for newspaper production and how to implement them in their workplace for efficient and high quality production.

Workshop topics include

- Standardisation - Why it is needed and what are the benefits?
- Implementing ISO 12647-3, ISO standard for cold-set web-offset production
 - Colour management
 - Standardisation of plate production
 - RIP settings and calibration
 - Press standardisation
- Standardisation of newsprint and newsink
- Benefits of standardisation - case study

Note: Participants are requested to bring their printed copies of the daily newspaper for discussion and print quality analysis

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.

WAN-IFRA South Asia office based in Chennai, India helps to bring WAN-IFRA services closer to members in the region.

Conference Speakers



D D Purkayastha
Managing Director & CEO
ABP Pvt. Ltd, India



Gousul Shaon
Managing Director
Grey Group, Bangladesh



Kunda Dixit
Editor and Publisher
Nepali Times, Nepal



Rahul Kansal
Chief Marketing Officer
The Times of India
India



Sarmad Ali
Managing Director
Jang Group, Pakistan

And many more to join...

Workshop Trainer:



Anand Srinivasan
Research Engineer
WAN-IFRA South Asia, India

General Information

Venue and Schedule

The Westin Dhaka

Main Gulshan Avenue, Plot-01, Road 45, Gulshan 2
Dhaka 1212, Bangladesh
Tel: +880.2.9891988 . Fax: +880.2.9896661
E-mail: reservations.dhaka@westin.com

30 May 2012: Conference

10.00 hr - 17.30 hr.

31 May 2012: Workshop

09.30 hr - 17.00 hr

Registration Fee

Conference or Workshop:	BDT 12,000
Both Conference and Workshop:	BDT 22,000

WAN-IFRA Members get 15% discount

Early bird offer: 10% discount on the fee for registrations received before 10 May 2012

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

Contact

WAN-IFRA Representative in Bangladesh

Drik Picture Library Ltd.
58, Road 15A (New), Dhanmondi Residential Area,
Dhaka 1209, Bangladesh
Tel: +880.1711015114
Contact person: Md. Mostafa Sorower
Email: m.sorower@drik.net

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
Contact person: V. Antony, Senior Manager
E-mail: v.antony@wan-ifra.org

Maximising Revenue and Reach

30 – 31 May 2012, Dhaka

Registration Form

Please copy, fill in and fax or mail to:

Drik Picture Library Ltd., 58, Road 15A (New), Dhanmondi Residential Area, Dhaka 1209, Bangladesh, Fax +91.44.2435 9744, m.sorower@drik.net

Full name _____

Company _____

Position _____

Address _____

City/postal code _____

Country _____

E-Mail _____

Phone _____

Fax _____

Signature _____

Please register me for

- Conference - Maximising Revenue and Reach
 Workshop - Implementing ISO Quality Standards
 Both

Payment details:

Cheque / demand draft favouring **Drik Picture Library Ltd** for

BDT _____ enclosed.

Name in block capitals _____

Address the invoice to _____

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.

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

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

5. Cancellation and No Show

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

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.