

Meeting the needs of digital users

Developing the right solutions for your audience

3 to 4 May 2011
WAN-IFRA Academy, Darmstadt, Germany

Programme

3 May, 10:00 – 18:00 h; 4 May, 09:00 – 16:00 h

Main topics:

- The news show: Creating flexible sites to reflect drama, create information packages and reflect the best elements of the articles
- The time factor: Different time perspectives for different needs and customers
- Breaking news: Going "live" on the web
- Device integration: Creating a multi-platform design
- Journalistic SEO: Creating information architecture fit for search engines
- Journalistic SMO: Building a two-way bridge between the site and Facebook/Twitter
- User Generated Content: Reporting, blogging, commenting, editing

After the session the participants will be able to:

- Use well defined methods to understand the customers' needs from a journalistic outlet.
- Understand how these needs are evolving in the multi-device age
- Develop a list of the main needs customers have
- Develop solutions to those needs
- Develop solutions to grow traffic and stickiness
- Describe interesting solutions from existing news sites

Introduction

Laptops, mobile phones, tablets – the list of devices that enable access to journalistic websites is growing, but is the digital product good enough? A comprehensive study conducted by the Associated Press and published by the Columbia Journalism Review shows that even young adults, a segment familiar with the Internet, find it difficult to consume news online. The study concluded that "Participants showed signs of news fatigue ... they appeared debilitated by information overload and unsatisfying news experiences".

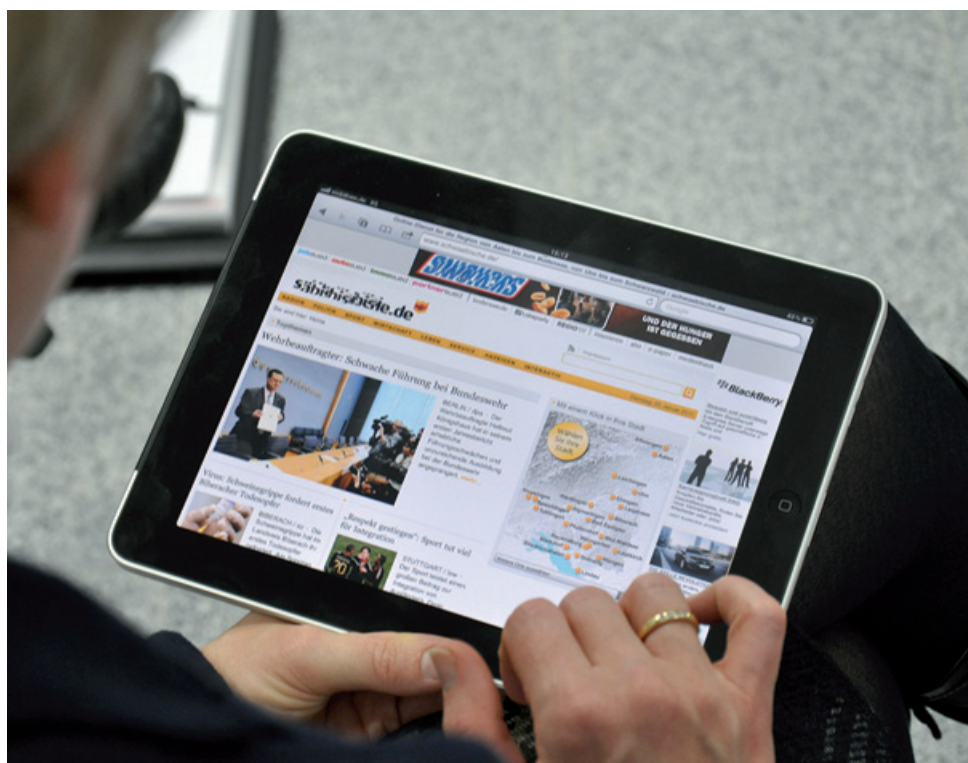
The workshop will train participants in methods that will enable them to understand their customers' needs and develop the right tools to meet them.

In parallel, it will form a list of the best solutions for the main needs – based on the workshop results and on the existing online world.

Target group

Online editors, online designers and web developers

This training course is also offered to WAN-IFRA member companies as an in-house event.



More information and online-registration at:

www.wan-ifra.org/academy

Trainer



Grig Davidovitz

Consultant specializing in developing journalism in the new media age. Ongoing projects in the US, in Israel and in Europe. Lecturer in the fields of New Media and Journalism at Sapir Academic College.

Past Professional Experience

Editor in Chief of the Internet Sites, Haaretz Daily - 2007-2008

In charge of the newspapers' sites in Hebrew www.haaretz.co.il and in English www.haaretz.com. Additionally, responsible for the strategic development of the digital platforms of Haaretz.

Deputy Head of the News Department, Haaretz Daily - 2005-2007

Responsible for the daily and the long term planning of the news coverage, front page structure and coaching of senior editors.

News Desk Director, Haaretz Daily - 2002-2005

Responsible for the news section of the newspaper.

News Features Editor, Haaretz Daily - 2001-2002

In charge with the long term planning of the News Department.

Fees

WAN-IFRA members: EUR 890.- + VAT

Non-members: EUR 1.200.- + VAT

"Early Bird" rate: We grant a 10% discount on bookings received up to 4 April 2011

Please note: The maximum number of participants will be limited to 12 persons.

Accommodation

Kindly send your booking directly to:

WELCOME Hotel Darmstadt

Karolinenplatz 4, 64289 Darmstadt

Tel. +49-6151-3914-0, Fax +49-6151-3914-444

E-Mail info.dar@welcome-hotels.com

www.welcome-hotel-darmstadt.de

Single room: Standard EUR 113,-; Comfort EUR 123,- , incl. VAT, buffet breakfast and service.

Please quote the booking code "WAN-IFRA" when making your reservation.

Further hotel recommendation please find on our homepage:

<http://www.wan-ifra.org/node/33769>

Venue

WAN-IFRA Academy

Washingtonplatz 1, 64287 Darmstadt, Germany

Phone +49.6151.733-6, Fax +49.6151.733-802

Contact: Bettina Werner, bettina.werner@wan-ifra.org

REGISTRATION FORM

Meeting the needs of digital users

3 to 4 May 2011, WAN-IFRA Academy, Darmstadt, Germany

Please copy, fill in and fax or mail to:

WAN-IFRA GmbH & Co. KG · Washingtonplatz 1 · 64287 Darmstadt, Germany · Tel +49.6151.733-6 · Fax +49.6151.733-802 · academy@wan-ifra.org

First name/s _____

Surname _____

Company _____

Position _____

House no./street _____

City/postal code _____

Country _____

E-Mail _____

Phone _____

Fax _____

Signature _____

Payment details: (Please select a method of payment)

Please send me an invoice

Please debit my credit card

1 American Express 2 Visa 3/4 Euro-/Mastercard 5 Diners

Card no. _____ valid until _____

Card holder _____

Signature _____

Name in block capitals _____

Please 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.