

Sports news business digital

Wednesday, 2 February 2011 (Morning), Paris

Session 1/2 day

Wednesday 2 February - From 9.30 to 13.00

Training lead by **Christophe VATTIER**, Associate General Director **Agence N°9** and **WAN-IFRA** business expert (France).

At its international conference **"Make sports news the mainspring of your growth"**, WAN-IFRA offers you two half-day training sessions focusing on editorial and sports business topics:

- **Invent "added value" sports journalism** (Wednesday morning)
- **"Sports news business digital"** (Wednesday afternoon)

Rates:

Package "Conference sport + 1 training session of your choice on 2 February":

- WAN-IFRA member: **Eur 1 150 + VAT**
- Non member: **Eur 1 450 + VAT**

Package "Conference sport + 2 training sessions":

- WAN-IFRA member: **Eur 1 450 + VAT**
- Non member: **Eur 1 850 + VAT**

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Registration form 

Digital in the newspaper industry is not yet synonymous with Eldorado, far from it. But there are many who succeed in making lots of money with it. What are they doing?

Take as a basis the major digital business models and adapt them for the newspaper industry, and especially for the sports world:

- re the sports advertisers, how to attract them, what special campaigns should you develop for them, what new offers should you make them?
- re the readers of the sports pages, how to get them to sign up and above all secure their loyalty (new services, sports games, online betting, etc.)

Topics include from 9.30 to 13.00:

- Digital business in general, how does it make money?
- Digital business for the newspaper industry: similar to the print model, but in fact nothing like it at all: and that is one of the key problems,
- How can you make money with sports advertisers?
- How can you make money with the readers of the sports pages?
- Where do you start? Key success factors...

www.wan-ifra.org/sportnews



Trainer: Christophe VATTIER



Associate General Director Agence N°9 and WAN-IFRA business expert (France).

Rates:

This training session is included in a package with the conference "Make sports news the mainspring of your growth" on 3-4 February.

It can't be market apart from this event!

⇨ Package "Conference sport + 1 training session of your choice on 2 February":

- WAN-IFRA member: **Eur 1 150 + VAT**

- Non member: **Eur 1 450 + VAT**

⇨ Package "Conference sport + 2 training sessions":

- WAN-IFRA member: **Eur 1 450 + VAT**

- Non member: **Eur 1 850 + VAT**

Training venue:

Place to be confirmed in the same area of the conference venue.

Attention:

WAN-IFRA can cancel training in case of too few participants.

REGISTRATION FORM

Invent "added value" sports journalism

2 February 2011 - Paris

Please copy and complete the form and send or fax to:

IFRA SWE · 66, Cours Charlemagne · 69002 Lyon · France - Tel. +33(0)4.72.77.05.95 · Fax +33(0)4.88.67.98.23 · email: sandrine.proton@wan-ifra.org

Informations about your company:

Company: _____

Street: _____

Postal code: _____ City: _____

Phone number: _____ Fax : _____

WAN-IFRA member: Yes No

Informations about the participant:

Last and first name: _____

Position: _____ E-mail: _____

Signature: _____

A global invoice with participation fees for the conference on 3-4 February and training session on 2 February will be sent to you. The participation fee becomes due immediately upon receipt of the invoice.

Excerpt from the WAN-IFRA General Conference Conditions:

§ 1 Registration, Fees, and Payment Due

- 1.1 Registration for events must be in writing.
- 1.2 WAN-IFRA will confirm registration to the participant in writing.
- 1.3 Payment of the registration fee becomes due upon receipt of the invoice.

§ 2 Cancellation, Withdrawal from the Contract by the Customer

2.1 Cancellation is possible in writing and will be accepted up to fourteen days before the conference starts. A non-refundable handling fee of 10% will become due in this case. We regret that we will be compelled to retain the full participation fee for cancellations after this time.

2.2 It is possible at all times to send a "substitute participant" on condition that WAN-IFRA Events is informed accordingly in writing in

advance, stating the name of the substitute person, start of the event.

§ 3 Cancellation of Events

3.1 WAN-IFRA can cancel the event for an important reason, especially in case of too few participants, cancellation or illness of a speaker, hotel closure or Act of God.

3.2 In case of too few participants, cancellation can be up to 3 weeks before the start of the event.

3.3 In all other cases of cancellation due to an important reason as well as in the event of necessary programme changes, WAN-IFRA will notify the participants as far in advance as possible.

3.4 In the unlikely case that an event must be cancelled, any paid registration fees will be reimbursed.