

26 - 27 September 2012, Pune

Newsroom Summit

Within **WAN-IFRA India 2012**

Co-sponsored by

The Indian Newspaper Society

Believing that change is an opportunity for quality journalism, WAN-IFRA South Asia, with support from World Editors Forum, present its flagship Newsroom Summit.

- Managing newsroom in the social media era
- Achieving audience attention
- Digital asset management
- Opportunities from multiple platforms
- The Power of Print

www.wan-ifra.org/india2012



Newsroom Summit

Day 1: 26 September 2012

Opening session

09.30 Inauguration and welcome

09.45 Presidential address

Jacob Mathew, President, WAN-IFRA, India

10.15 Keynote Address

Pichai Chuensuksawadi, Editor-in-Chief, The Post Publishing Public Co. Ltd., Thailand

11.00 Tea break

Session: Managing newsroom in the social media era

11.30 Ten trends to watch in journalism - What are the trends that are defining our newsrooms today?

Erik Bjerager, President, World Editors Forum, Denmark

12.10 Twitter Journalism - In today's world the breaking news does not wait till the next day morning. News is broken in twitter and other social networks as it develops. How to use it effectively?

R. Sukumar, Editor, Mint, India

12.50 Lunch Break

14.00 How to improve operational efficiency of editors in today's publishing environment?

Yann Pineau, Senior Director, Continuous Improvement, La Presse, Canada

14.40 Integration of video elements in storytelling

Markus Bohnisch, Video Journalist, Germany

15.20 Tea Break

Session: Achieving audience attention

15.50 Sports Journalism on the web - Indians spent 1500 years in espncriinfo.com during the ICC World cup 2011. What made this website so popular? How the clicks transform to revenue?

Sambit Bal, Editor, espncriinfo.com, India

16.30 Achieving audience attention through social campaigns

M. Kesava Menon, Editor, Mathrubhumi, India

19.00 WW Evening

All the delegates are invited to this special evening programme

Venue: Ballroom

Day 2: 27 September 2012

Session: Digital asset management

09.30 Digital asset management system. – An Introduction

Anand Srinivasan, Research Engineer, WAN-IFRA, India

09.40 Media asset management systems: Is it the backbone of the newsrooms today or end of the production process?

Peter Resele, Managing Director, Comyan GmbH, Germany

10.10 Digital asset management – A case study from DNA

Anita Pujari, General Manager - Research, Archives and Syndication, DNA

Confirmed Speakers in the order of appearance



Jacob Mathew
President
WAN-IFRA
India



Pichai Chuensuksawadi
Editor-in-Chief
Bangkok Post
Thailand



Erik Bjerager
President
World Editors
Forum
Denmark



R. Sukumar
Editor, Mint
India



Yann Pineau
Senior Director
La Presse
Canada



Markus Bohnisch
Video Journalist
Germany



Sambit Bal
Editor,
espncriinfo.com
India



M. Kesava Menon
Editor
The Mathrubhumi
India

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Session: Opportunities from multiple platforms

11.00 Social media strategy of BBC

Vincent Sider, Vice President, Social Media, BBC Worldwide, United Kingdom

11.40 Unleash your creativity - 3D models, interactive animations, motion graphics, 360° videos and other magic visuals - Ringier Studios creates truly exceptional and innovative apps, which take advantage of all technical possibilities of tablets

Stéphane Carpentier, Creative Director, Ringier Studios, Vietnam

12.20 Newspaper for the young. iNext won the WAN-IFRA's World Young Reader Newspaper 2012 award. What are their strategies and innovations to engage the young? How has the business grown under this strategy?

Alok Sanwal, Project Head and Editor, iNext, India

13.00 Lunch break

Closing session: The power of print

14.00 "Grow Green" – A new project from WAN-IFRA

Manfred Werfel, Interim CEO, WAN-IFRA, Germany

14.40 The future of newspaper advertising: Print advertising is still strong - But how long will this last?

Eamonn Byrne, Business Director, The Byrne Partnership, United Kingdom

15.20 Will print co-exist with other media platforms?

Speaker invited

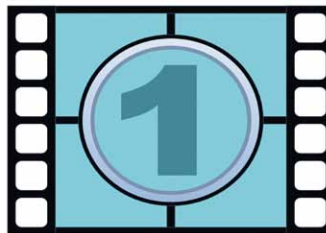
16.00 Vote of thanks and official closing

Workshop: Online Video Production

Date: Tuesday, 25 September

Session time: 10.00 hr to 17.00 hrs

Workshop chairperson: Markus Bohnisch



Worldwide, newspapers stream more video than broadcast. It is an integral part of online news consumption for all types of users.

In line with this trend, today's newspaper publishers are recognizing the need to expand their video efforts to make their websites more appealing to readers and to make the most of their content across modern platforms such as tablets and smartphones.

This workshop will give an insight into the strategic reasons of pushing online video to another level and show examples of great video content and how it is successfully done by news publishers

Confirmed Speakers in the order of appearance



Anand Srinivasan
Research Engineer
WAN-IFRA
India



Anita Pujari,
General Manager
- Research,
Archives and
Syndication, DNA
India



Vincent Sider
Vice President -
Social Media
BBC Worldwide
United Kingdom



Stéphane Carpentier
Creative Director
Ringier Studios
Vietnam



Alok Sanwal
Project Head &
Editor
iNext
India



Manfred Werfel
Interim CEO
WAN-IFRA
Germany



Eamonn Byrne
Business Director
Byrne Partnership
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