



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

Confirmed Speakers in the order of appearance



Jacob Mathew President WAN-IFRA India



Yann Pineau Senior Director La Presse Canada



Markus Bohnisch Video Journalist Germany

Pichai

Thailand





Erik Bjerager President World Editors Forum Denmark





R. Sukumar

Editor, Mint

India

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 espncricinfo.com during the ICC World cup 2011. What made this website so popular? How the clicks transform to revenue?

Sambit Bal, Editor, espncricinfo.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

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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



Alok Sanwal Project Head & Editor iNext India



Manfred Werfel Interim CEO WAN-IFRA Germany

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Anita Pujari,

Research,

Archives and

General Manager

Syndication, DNA



Vincent Sider Vice President -Social Media BBC Worldwide United Kingdom



Stéphane Carpentier Creative Director Ringier Studios Vietnam

Eamonn Byrne Business Director Byrne Partnership United Kingdom

VENUE, FEE, REGISTRATION

Newsroom Summit and the Pre-Conference workshop venue: **Pune Marriott Hotel & Convention Centre** Senapati Bapat Road, Pune 411 053, Maharashtra Tel: +91.20.6683 3333 www.punemarriott.com

Extended early bird fee until 7th September:

WAN-IFRA / INS membersINR 20,000 / EUR 350Non-membersINR 27,000 / EUR 450Please add 12.36% service tax to the above fee

Fee after 7th September:

WAN-IFRA / INS members	INR 27,000 / EUR 450
Non-members	INR 36,000 / EUR 600
Please add 12.36% service tax to the above fee	

Pre-conference workshop :

Participation only in the workshop: INR 15,000 / EUR 250 Participation along with the main conference (add-on cost): INR 10,000 / EUR 175 Please add 12.36% service tax to the above fee

Accommodation:

Rooms are reserved in the venue hotel, **Marriott Hotel & Convention Centre**, for delegates at a special price.

Single occupancyINR 7000Double occupancyINR 8000The rates include taxes and buffet breakfast.

Rooms will be allocated on a first-come, first-served basis. Reserve your room online at www.punemarriott.com using the group code **A0KA0KA** to avail the above offer or email to prasad.rao@marriotthotels.com

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Please complete the form and send, e-mail or fax to:

WAN-IFRA South Asia Pvt. Ltd. 3rd Floor, SIET Administration Building, 54 K B Dasan Road, Chennai, India, 600018 Phone: +91.44.4211-2893 Fax: +91.44.2435-9744 Email: infoindia@wan-ifra.org

Company information		Payment details:
Company		By cheque, favouring WAN-IFRA South Asia Pvt. Ltd., payable at Chennai
Address		By Bank Transfer (Please await invoice)
City	Postal Code	
Country		Total amount payable in INR
Company E-mail		
Phone	Fax	
WAN-IFRA Member	Yes No	
INS Member	Yes No	- Signature, Stamp
Please register the follo	wing persons:	
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Name	E-Mail	Position
_	Online video production workshop	
Name	E-Mail	Position
2	Online video production workshop	
Name	E-Mail	Position
Newsroom Summit	Online video production workshop	

Important Note:

Payment is required with registration and must be received prior to the event to confirm your booking. Confirmation will only be sent via email upon receipt of payment. WAN-IFRA India reserves the right to make any amendments that it deems to be in the interest of the programme without any notice.

Cancellation & Replacement

Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the event. Regrettably, no refund can be made for cancellation received less than 2 weeks before the event. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA India not later than 2 weeks before the event.