

# Invent “added value” sports journalism

Wednesday, 2 February 2011 (Afternoon), Paris

## Session 1/2 day

Wednesday 2 February - From 14.30 to 18.00

Training lead by **Jeremie CLEVY**, Consultant **WAN-IFRA** and former responsible for the **Eurosport** Internet newsrooms (for all countries).

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**

Contact: **Sandrine PROTON**

Tel: + 33 (0)4 72 77 05 95

Email: [sandrine.proton@wan-ifra.org](mailto:sandrine.proton@wan-ifra.org)

**WAN-IFRA South West Europe**

66, Cours Charlemagne

69002 Lyon - France

Fax: + 33 4 88 67 98 23

**Registration form** 

Many sports stars have a Facebook or Twitter account that they update daily. They communicate directly with their fans and short-circuit the middlemen, i.e. the journalists.

In addition, sports news is offered by dozens of specialised websites.

What is the added value of a classic medium? The situation is in constant flow, but opens the door to profitable re-positioning.

### Topics include from 14.30 to 18.00:

- Information is becoming a commodity,
- Give value to information, What is its position in the value chain? What is the value of local information? Turn its unique character and daily marketing to advantage, a job for the journalists!
- How can you extend the reach of your brand?
- How can you persuade readers/surfers to pay? Successful case studies from all over the world,
- How can you join the social networks? Use and develop a local social network in order to supply its sports news,
- Develop background information, evidence of your editorial know-how. Organise it more efficiently, use it more efficiently.

[www.wan-ifra.org/sportnews](http://www.wan-ifra.org/sportnews)



## Trainer: Jeremie CLEVY



A former radio journalist (RFI, BBC), Jeremie worked as chief editor at AOL (a subscription-only website) for 7 years.

He then became responsible for the Eurosport Internet newsrooms (for all countries) before taking over as head of Lycos in France.

Since 2009, Jérémie has worked as an independent consultant specialising in Internet strategy, mainly for the media.

### 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.