WAN IFRA **ACADEMY**

World Association of Newspapers and News Publishers

Direct, Social, Search: One Product, 3 Perspectives

20 – 21 November 2014
Singapore

Schedule

Day 1: 09:30 – 17:30 hrs
Day 2: 09:30 – 17:30 hrs

Course Outline

Day 1: *Every Page is a Homepage*

- Creating a content product from 3 perspectives: direct, search and social traffic
- Turning accidental users into a loyal users
- Using email products to create loyalty
- Best practices for optimizing social media potential of content websites
- Best practices for optimizing content for search engines
- Building a blog community around content websites

Day 2: *Creating an Engaging Cross-Platform Experience*

- Creating a dynamic content experience that engages users.
- Best practices in cross platform design: adaptive and responsive
- Big and native: Better tools for better advertising
- Integrating journalistic websites in 'Everybody wins' monetization paradigm
- Creating different products for different time needs

Introduction

Content products need to be built today from 3 separate perspectives: direct, social and search. Users from Social and Search access content sites directly via article pages and these pages have to change. First, they should maximize the traffic potential from these traffic sources. Second, they should work as "mini-homepages", leveraging the first encounter with the user.

The first part of the workshop will address the article pages and the "social" and "search" traffic. Main aspects covered: using content as a marketing agent; journalistic Search Engine Optimisation – creating websites that search engines like; journalistic Social Media Optimisation – creating content communities around content websites; Turning landing pages into homepages; Turning accidental users into loyal users. The direct users are the most important users, loyally consuming the product.

The second part of this workshop will deal with the homepage and the "direct traffic". Main aspects covered: creating dynamic websites that are able to change to best reflect the content; integrating the iPad and the web content presentation paradigms; creating cross platform experiences; best practices in responsive design; and choosing between native and browser based applications.

The third part of the workshop will present best practices for generating revenue streams in content websites, dealing with display advertising, native advertising – and new inventive revenue streams.

More information and online registration: www.wan-ifra.org/direct_social_search

Trainer
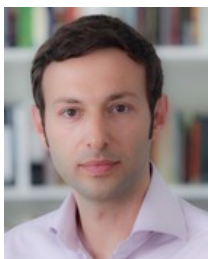
Grig Davidovitz is the CEO of RGB Media specialising in developing journalism in the New Media age. He has lead projects creating new and successful journalistic websites and content communities and launching successful redesigns for existing websites. His areas of expertise are content strategy, news design and usability, building online communities, online revenue models and newsroom structure. His clients include newspapers and magazines in the US, Europe and Israel.

Who should attend

Publishers | Digital editors | New media managers | Digital sales managers | Online product managers | Product development managers |

Register Online

www.wan-ifra.org/direct_social_search

For More Information

Jen Teo | Senior Manager, Training
Tel: +65 6562 8445 | Email: jen.teo@wan-ifra.org

Venue & Hotel Accommodation

Orchard Hotel Singapore
442 Orchard Road
Singapore, 238879

Room Reservation: Kelvin Tan
Tel: +65 6734 8595
Email: kelvin.tan@millenniumhotels.com

Standard Fee

WAN-IFRA Member: SGD 1,000
Non-Member: SGD 1,300

*WDA Subsidy Fee - SGD 300

* WDA Subsidy
Singapore Citizens and Permanent Residents can now enjoy **subsidies of up to 70% of the course fees** when they enroll in this workshop supported by the Singapore Workforce Development Agency (WDA). Terms and Conditions apply.

Fee inclusive:
Training materials, coffee breaks & luncheons

This workshop is held in-conjunction with Digital Media Asia 2014
SPECIAL RATE for **DMA conference delegates** is extended @:

2-days Masterclass
WAN-IFRA Member: SGD 500
Non-Member: SGD 600

www.wan-ifra.org/dma

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

Cancellation and 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 training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training

More information and online registration: www.wan-ifra.org/direct_social_search