

WAN-IFRA Consultancy Clinics one-to-one sessions

Tuesday 24 January

09:00 to 11:30

Participate in a vigorous and challenging Consultancy Clinic session where selected delegates 'pitch' new ideas, business plans or sticky challenges to an esteemed panel of experts who will listen, ask questions and provide valuable advice. Each selected delegate will have a total of 20 minutes in front of the panel – up to 7 minutes to 'pitch' and up to 15 minutes for questioning and input. Delegates will benefit from the informed perspectives, shared learning and 'out loud' thinking as expert panellists share their experience and knowledge.

This consultancy opportunity will be awarded to those facing the most pressing challenges or issues or those with the most interesting business ideas. Applicants must submit a brief presentation proposal outlining the business idea/nature of the problem. The areas to be addressed can include:

- Revenue, advertising and business models
- Digital, new media & strategies for the near to mid-term future
- Newsroom management, including convergence, streamlining and other issues

If your organization is interested in this opportunity, please complete the application form below and email to <mailto:media.development@wan-ifra.org>:

- Name *

- Position/Job Title *

- Name of the media company *

- Briefly describe your business model. (For example: We charge \$1 per copy and this covers 40 % of our revenue. 30% of advertising is from the government and 25% is from national and local businesses. Online revenue makes up 5%. We have a circulation of 10,000.)*

- Briefly describe your business idea or problem that your media organisation is facing.

The media organizations selected will be notified prior to the Forum and will be asked to submit the complete presentation in advance to the Consultancy Clinics Session.