

11th International Newsroom Summit

10 – 11 May 2012, Hamburg, Germany

Smart strategies for tough times

- **Integration 4.0:** How to master the future challenges on the digital express train
- **Newsroom transformation:** Dealing with the enemies of change
- **New jobs in the newsroom:** Jobs you have never heard of but needed yesterday
- **Focus on efficiency and savings:** Streamlining workflows
- **Make money now:** How the newsroom can become a revenue centre
- **Multiplatform publishing:** Latecomers may be the real winners

www.wan-ifra.org/newsroom2012



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Welcome to Hamburg!

Managing a newsroom has never been more difficult and more exciting.

The twin challenges of constantly updating newsroom skills and processes to **keep up with the digital revolution** while at the same time trying to **reduce costs**, requires multi-skilled editorial managers.

We have to be change managers, organisational experts, workflow designers, teachers, revenue seekers, professional standards setters and motivators. And we have to do all these things with smaller budgets while overseeing new ways to increase interaction with our readers.

Join me in Hamburg to meet some of the innovators whose **Smart strategies for tough times** have created a cost-effective platform from which journalists can continue to produce quality content.

Learn from their experiences, contribute to the critical conversation and take home tips on how to keep your newsroom vibrant, effective and affordable.



Cherilyn Ireton
Executive Director
of the World Editors Forum

... and coming
in September

Shaping the Future of the Newspaper

www.wan-ifra.org/kiiev2012

64th World Newspaper Congress · 19th World Editors Forum



What our participants say about WAN-IFRA conferences:

"I was impressed by the diversity of presentations, the representation of different countries and the pride that journalists take in their work despite all the talk of doom and despair. As a profession we are here to stay and will ride the technology wave."

S. Bakata, Nation Media Group, Kenya

"Definitely the place to be if you want to learn more, become more informed, and experience media on first hand with very experienced people."

D. Qassis, Palestine News Network, Palestine

"Very valuable and inspiring for my work"

M. Butkovska, TREND Holding, Slovakia



Practical information

EVENT LANGUAGES
English and German

phone reservation department:
+49-40-3111970617

VENUE

Empire Riverside Hotel
Bernhard-Nocht-Str. 97
D-20359 Hamburg
www.empire-riverside.de

e-mail reservation department:
reservierung@hotel-hamburg.de

Please use this booking code
when reserving your room:
WAN-IFRA090512.

Conference schedule

WEDNESDAY, 9 MAY 2012

10.00 – 17.00 Pre-conference Workshop
18.00 Reception at Axel Springer

THURSDAY, 10 MAY 2012

09.30 – 17.30 11th Int. Newsroom Summit
18.00 Hamburg evening: Boat trip
in the harbour and dinner

FRIDAY, 11 MAY 2012

09.00 – 14.00 11th Int. Newsroom Summit

The Pre-conference Workshop

9 May 2012



Creating a cross platform experience – Web, Online, Tablet

Learn how to deal with the new digital climate: One customer approaching your content from different devices

www.wan-ifra.org/workshop-hamburg

Conference programme

10 – 11 May 2012

Landscape session: Integration 4.0:

- New waves of change – the challenges of staying viable while lifting professional standards

Session 1: Managing people

- New jobs in the newsroom: The jobs you have never heard of but needed yesterday. What jobs would we create if we started from scratch?
- Re-training journalists to become “digital ninjas”
- A day in the life of a multiplatform journalist

Session 2: Managing content

- Can serious journalism survive on mobile devices?
- Where is technology taking us?
- New ways to monetize content

Session 3: Managing production

- Integrating video to enhance storytelling
- Smart ways to reshape subbing operations
- Integration for latecomers

Session 4: Managing relationships

- Who owns the social media network?
- Measuring social media success
- Building reader relationships, journalists as brands
- Digital news cooperatives – how news agencies and newspapers can work together to cut costs

Session 5: Managing change

- Dealing with the enemies of change

Programme highlight:

Visit Axel Springer in Hamburg and get an exclusive tour of the **newsroom of the Hamburger Abendblatt**.



Meet these newsroom experts



Peter Atkinson, Group Editorial Consultant, Avusa Media, South Africa



Wolfgang Blau, Editor-in-Chief, Die Zeit Online, Germany @sagapacific



Tomas Brunegård, CEO, Stampen Group, Sweden



Matt DeRienzo, Connecticut Group Editor, Journal Register Company, USA



Meinolf Ellers, Founder and Managing Director of dpa infocom, Germany



Jan Helin, Editor-in-Chief, Aftonbladet, Sweden



Paul Lewis, Special Projects Editor of The Guardian, UK's Reporter of the Year in 2010



Lisa MacLeod, Managing Editor of the Financial Times, UK



François Nel, Founding Director, Journalism Leaders Programme at the University of Central Lancashire, UK



Anette Novak, Board Member of Swedish Media Publisher's Association and World Editors Forum



Dietmar Schantin, former Executive Director Publishing, Editorial and General Management of WAN-IFRA



Joycelyn Winnecke, Vice President and Associate Editor, Chicago Tribune, USA

plus more speakers to be announced shortly

Sponsors



Exhibitors



For the full programme and more information about the speakers please visit www.wan-ifra.org/newsroom2012



