

WAN-IFRA Study Tours 2013

Overview

Learning from Excellence:

A special opportunity to meet the world's top publishing companies and innovative suppliers to experience future-orientated business models

What are the key reasons to join?

- **Be inspired**
learn what innovative companies are doing to build profits
- **Get hands-on**
with take-aways that you can copy and adjust for your business
- **Learn from top leaders**
in publishing as well as the general media industry
- **Understand and get involved**
in alliances and networks in relevant businesses
- **Network and exchange ideas**
with your peers in an inspiring and informal atmosphere

www.wan-ifra.org/studytours



WAN-IFRA Study Tours 2013

Overview

10–15 March: USA – Austin, San Francisco, Palo Alto

Strictly digital – SXSW Festival and West Coast Innovators

Visit social media giants, disruptive startups and digital pure players in Silicon Valley and San Francisco, with a stop-off in Texas for SXSW.

- Source energy and ideas at the South by South West (SXSW) Interactive (Startup) Accelerator with our expert guides
- Meet publishing experts from social media leaders and content aggregators – including what's next for Facebook and Storify
- Video in the Valley – get to know Bay Area innovators in video delivery and consumption

Get on board our Wifi-equipped bus, network with colleagues and take a ride on the front wave of media publishing innovation.



Who should attend:
CEOs, Publishers, Executive
in New/Digital Media,
Business Development,
Marketing or Advertising



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



Who should attend:
CEOs, Publishers, MDs,
Production Directors,
Printing Plant Managers,
Technical Directors



[www.wan-ifra.org/
tour-print-canada](http://www.wan-ifra.org/tour-print-canada)

22–26 April: Canada – Toronto, Montreal, Québec

Printing in Canada

Smart investment, strong revenue focus, innovative products: major Canadian printers like **Transcontinental** and **Quebecor**, and big publishers like **The Globe and Mail** and **Toronto Star** have all this.

- New business models – print outsourcing, printers buying publishers
- Product innovation driving advertising revenue and new customers
- Technology developments – visit brand new printing plants

Visit publishers and printing plants where machinery is used with ingenuity to create attractive products and printing capacity is sold out consistently and effectively.

13–17 May: Europe – Stockholm, Oslo, London

Innovation in Newsrooms

In London, news publishers like the FT, Guardian, BBC and Independent are preparing for digital dominance. In Stockholm and Oslo newsroom experimentation is supporting sophisticated visual storytelling.

- Explore visual data journalism
- Newsroom experimentation
- Integrated editorial and technology teams

Join us and see for yourself how the best editorial teams stay ahead of the game.



Who should attend:
Senior News Executives
and Top Managers; Editors
in Chief & Group Editors



[www.wan-ifra.org/
tour-innovation-newsrooms](http://www.wan-ifra.org/tour-innovation-newsrooms)

WORLD
EDITORS
FORUM

A study tour by the
World Editors Forum

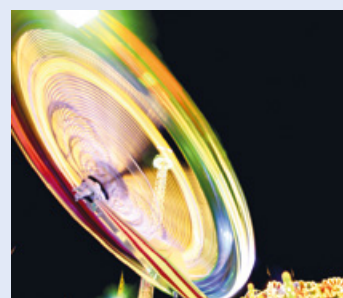
24–28 June: Europe – Zurich, Munich, Graz

Publishing Strategies

Media publishers at the heart of Europe have highly informed and effective publishing strategies, based on strong regional networking and regular knowledge exchange. Leading companies in the area such as Süddeutsche Zeitung, Styria Media Group and Tamedia are at the forefront of innovation.

- Explore cross-media content strategies
- Get ideas on how to grow the business through innovation or M&A
- Meet and exchange strategic ideas with senior management

Visit some of the top companies listed above as well as pure players, advertisers and innovators, all shaping the future of news in continental Europe.



Who should attend:

Publishers, CEOs,
Editors-in-Chief, Business
Development Managers,
Senior News Executives



[www.wan-ifra.org/
tour-publish-strategies](http://www.wan-ifra.org/tour-publish-strategies)



Who should attend:

Heads of advertising or
sales, CEOs, Publishers,
Senior digital execs



[www.wan-ifra.org/
tour-digital-advertising](http://www.wan-ifra.org/tour-digital-advertising)

9–13 September: USA – New York, Toronto

Digital Advertising

2013 will be the year online advertising gets really big – and more complex than ever: Are you recruiting enough data analysts or ‘creative technologists’? Who owns your customer behaviour stats? Have you found a Supply Side Platform that gets the best value from ad exchanges?

- Explore ways to manage tech sophistication and Big Data
- Learn from top US publishing media buyers & ad networks
- Visit Canadian publishers embracing the future: owning their own ad networks, making sophisticated use of social media, and integrating e-commerce

As growth in mobile ad spend in the US is expected to hit 96.6 % by the end of 2012 (versus 2011), find out how to survive in an increasingly automated, data-heavy, multi-platform ad environment.

4–8 November: USA – New York, Washington D.C.

East Coast Newsrooms

American newspapers lead the way in newsroom transformation after a market slump forced radical new thinking about the way they collect and curate multimedia news and engage with their audiences.

- Find out what some of the most innovative news organisations in the world are doing to advance digital journalism and storytelling.
- See new ways of thinking about stories, the commissioning of content and how it is packaged for audiences.
- Investigate the success and return on investment of new roles in newsrooms where social media engagement and metrics play an increasingly important role.

Join our study tour to Washington D.C. and New York City in November 2013 and see how the editorial operations of leading newspapers in the US have responded to the opportunities and challenges of the digital age.



Who should attend:

Editors, publishers, CEOs,
Newsroom Executives



[www.wan-ifra.org/
tour-usa-newsrooms](http://www.wan-ifra.org/tour-usa-newsrooms)

WORLD
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What did attendees say in 2012?

"a very inspiring and useful programme with the keyplayers of the media industry sharing their experiences and ideas" **Stig Kirk Ørskov**, Executive Vice President, COO at JP/Politikens Hus A/S, Twitter: @orskov

"had a great time during the study tour and look forward to the next event, it was an honour to meet this group and take away good ideas from the host companies"

Bruno Vilela, New Products Manager at Organização Jaime Câmara, Twitter: @Bruno_Vilela_



General information

Contact

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Rates

WAN-IFRA Members

Early bird rate: EUR 5,900 + VAT · **Standard rate:** EUR 6,900 + VAT

Non-Members

Early bird rate: EUR 7,900 + VAT · **Standard rate:** EUR 8,900 + VAT

Note: For the West Coast Study Tour, there is an additional charge of EUR 600 to cover entry fees to SXSW.

Included in the price are all costs for accommodation, transfers during the event, breakfasts, lunches, and dinners – in other words, everything between your arrival and departure on the last day. The return ticket from and to your place of residence is not included, nor are airport transfers. All WAN-IFRA Study Tours are held in english.

www.wan-ifra.org



Innovation, Monetisation, Advertising & Networking

DIGITAL MEDIA EUROPE

LONDON, APRIL 15 – 17 2013