

# 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](http://www.wan-ifra.org/studytours)



# WAN-IFRA Study Tours 2013

Overview



**Who should attend:**

Senior News Executives and Top Managers;  
Editors in Chief & Group Editors

[http://www.wan-ifra.org/events/  
study-tour-innovative-newsrooms](http://www.wan-ifra.org/events/study-tour-innovative-newsrooms)



WORLD  
EDITORS  
FORUM

A study tour by the  
World Editors Forum

**13–17 May: Europe – Stockholm, Helsinki, London**

## Innovative Newsrooms

**Innovation and efficiency in Europe's top newsrooms**

Stockholm and Helsinki are home to some of the most sophisticated mobile first newsrooms – telling stories in innovative ways, targeting new younger readers, developing video and TV content, and supporting increases in digital revenue that rival print.

In London, news publishers like the FT, Guardian, BBC and Independent are preparing for digital dominance.

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

**Confirmed visits:** Aftonbladet, Nyheter24, AlmaMedia – Kauppalehti, Sanoma, Daily Telegraph, Financial Times, The Independent & the Evening Standard, BBC, BuzzFeed UK

Book now as registration will close soon.

**9–13 September: USA – New York, Toronto**

## Digital Advertising

**Tech Sophistication and Big Data in New York and Toronto**

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

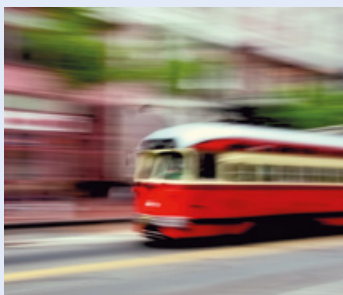
As growth in mobile ad spend in the US is expected to hit 96.6% by the end of 2012 (versus 2011), find out how to survive in an increasingly automated, data-heavy, multi-platform ad environment.



**Who should attend:** Heads of advertising or sales, CEOs, Publishers, Senior digital execs

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





**21–23 October: USA – San Francisco, Palo Alto**

## Strictly digital – West Coast Innovators – 3 Day Exec Tour

**Get back to the source of digital revenue**

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

<http://www.wan-ifra.org/events/study-tour-strictly-digital-west-coast-innovators>



Meet the main players in the unique tech hub around San Francisco and Palo Alto. What can you learn from Pinterest, Storify, Flipboard, Quora and others? What's the business model for publishers? And what have Twitter and Facebook got planned to disrupt it?

- Find out the 2014 trends that will impact your business
- Visit both break-out and established tech startups and innovators, as well as the top pure players in digital news
- Video in the Valley – get to know Bay Area innovators in video delivery and consumption

**Confirmed visits:** Facebook, Google, Storify, Tout and many more planned including Twitter, Klout, Reddit ...

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

## Winning in Print and in Digital

**The fight for audience and advertising dollars is brutal**

Come to Washington and New York in November and learn how leading news organisations in the United States are adapting to and succeeding in the new media world.

The New York Times, The Wall Street Journal and USA Today have had to adapt and innovate while maintaining the quality of their traditional print publications. Newspapers worldwide can benefit from the experiences of their counterparts in the U.S.

- meet with key editors at major U.S. newspapers
- find out how publications have reorganised their newsrooms to produce content in different formats and delivery platforms
- get new ideas on integration of new technologies, data journalism and the evolving relationship with the audience, especially through social media.

In addition to traditional print newsrooms, participants will also have a chance to meet and learn from social media. Past WEF study tours have met with The Huffington Post and HuffPost Live, Facebook, Twitter and Foursquare.

Participants will also enjoy a private tour of the Newseum, the Washington museum documenting the history of journalism that is a must see for journalists in Washington.



**Who should attend:** Editors, publishers, CEOs, Newsroom Executives

<http://www.wan-ifra.org/events/study-tour-winning-in-print-and-in-digital>



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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

**Kerstin Oestreicher**, Programme Manager Study Tours, WAN-IFRA  
**Phone:** +49.6151.733-759 · **mobile:** +49.172.2666219 · **e-mail:** kerstin.oestreicher@wan-ifra.org

### 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: As the Strictly Digital Study Tour is 3 days instead of 5, reduced pricing applies – see website for details.

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

Innovate. Inspire. Interact.

# 65<sup>th</sup> World Newspaper Congress

20<sup>th</sup> World Editors Forum

23<sup>rd</sup> World Advertising Forum

Bangkok, Thailand, 2 to 5 June 2013

[www.wan-ifra.org/bangkok2013](http://www.wan-ifra.org/bangkok2013)

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