

# Generating New Advertising Revenue

25 - 26 October 2016, Bengaluru, India

## Session time

Day 1: 10:00 – 17:30 hrs.

Day 2: 09:30 – 17:00 hrs.

## Programme

- What does the customer want? How has our customer changed and how will they continue to change?
- Customer segmentation and New advertising opportunities
- Review of new advertising products, business models and pricing
- Print products - new opportunities and what needs to change?
- Bundling, selling third party products
- Review of sales structures - Hybrid team, separate print and digital teams, recruiting the right people, training and coaching, commissions and incentives
- Developing a sales plan
- The role of marketing - Basic requirements, reporting, lead generation and qualification, Customer education

## Introduction

Advertising revenues generated by the newspaper industry are massively undervalued, based on ground breaking new financial figures released by major publishers.

Currently, ad forecasts are based on bookings made by ad agencies on behalf of brands, and do not include direct sales between commercial teams and clients.

The move is part of a wider revamp of the newspaper industry's trade body. It reflects a trend toward cross-platform campaigns as newspaper publishers generate a greater proportion of income from multi-platform marketing solutions, digital subscription sales, e-commerce and other sources of revenue.

This workshop will focus on how to keep update the changes according to customer orientation, the various business models and pricing for advertising, the new opportunities and advertising products, various tips and tools for generating new advertising revenue and How to develop a sales plan so on.

## Target Group

Advertising director, Marketing director, Advertising manager, marketing manager, sales manager, online sales team, B2B sales person

More information & online registration at:  
[www.wan-ifra.org/academy](http://www.wan-ifra.org/academy)



## Workshop Chairman



**Rob Paterson** has worked in the media business for just over 30 years. Working at Friday Media Group in the UK. He successfully grew a print business and then made the transition to digital. He went on to develop a portfolio of 70 different digital classified businesses and related service businesses.

After Friday Media Group Rob became the CEO of Erento in Berlin, the leading international online consumer marketplace for the hire and rental industry.

Rob is now the Director of Consulting at AIM Group the publisher of Classified Intelligence Report

## Fee per participant

	WAN-IFRA Members	Non-Members
One Participant	INR 25000 / EUR 375	INR 30000 / EUR 440

**Note:** Please add 15% taxes to the above fee.

Overseas participants pay in EUR.

Included in the price are the course fee, documentation, luncheon and beverages during breaks.

**Important:** The maximum number of participants will be limited to 15 persons on first-come first-served basis. Please register before 14<sup>th</sup> October for confirmation.

## Venue

### Hotel Chancery Pavilion

135 Residency Road  
Bengaluru 560025  
Tel: 080 4141 4141

## Contact

### WAN-IFRA South Asia Pvt. Ltd.

54 K.B.Dasan Road, SIET Admn. Building  
Chennai 600 018, India  
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Contact person: Vijayalakshmi

## REGISTRATION FORM

## Generating New Advertising Revenue

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Please copy, fill in and fax or mail to:

WAN-IFRA South Asia Pvt. Ltd., 54 K.B.Dasan Road, SIET Admn. Building, Chennai 600 018, India · Fax +91.44.2435 9744 · infoindia@wan-ifra.org

First name/s \_\_\_\_\_

Surname \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City/postal code \_\_\_\_\_

Country \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Signature \_\_\_\_\_

First name/s (2nd participant) \_\_\_\_\_

Surname \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

### Payment details:

Please send me an invoice

Name in block capitals \_\_\_\_\_

Please address the invoice to \_\_\_\_\_

### Excerpt from the General Terms and Conditions for WAN-IFRA Public Training Events

#### 2. Registration

2.1 Registration can be submitted in writing to WAN-IFRA by mail, fax or e-mail. For the participant, the registration constitutes a binding offer for the conclusion of a contract for participation in the event described in the registration. This offer is subject to acceptance by WAN-IFRA. This is signalled by WAN-IFRA by confirmation to the participant that he has been accepted for participation in the event concerned.

2.2 In order to ensure optimum training conditions, the number of participants is limited. Registrations will be processed in the sequence of reception.

#### 3. Performance and Change of Performance

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3.4 WAN-IFRA can cancel or postpone events in case of too few participants (at latest two weeks before the start of the event) or cancellation of a speaker or other circumstances for which it is not responsible. In such cases, WAN-IFRA is relieved of the obligation to hold the event and shall reimburse participants any fees already paid.

#### 4. Conditions of Payment

4.2 The participation fee becomes due upon receipt of the invoice.

#### 5. Cancellation and No Show

5.3 The participant can cancel free of charge up to 14 calendar days before the event begins.

5.4 If the participant cancels between the 14th and seventh calendar day before the event begins, WAN-IFRA will charge 50% of the

participation fee as a cancellation fee. If the participant cancels later than seven days before the event begins, or fails to attend or does attend only a part of the training event, then the regular participation fee will be charged.

5.5 If a participant cannot personally attend an event for which he has a firm booking, he has the possibility to name a substitute. WAN-IFRA must be notified of this in writing, stating the name and address of the substituting person.

#### 6. Liability

6.5 In case of withdrawal from the contract or cancellation of the event by WAN-IFRA, no reimbursement of costs for booking the travel or accommodation will be afforded.