

Change Management & Newsroom Organization

5-6 March 2013 – Newsplex Asia, Singapore

Programme

Day 1: 09:30 – 17:30 hrs

Day 2: 0930 – 17:30 hrs

Outline

Day 1:

- Audience focus
- Navigating the New Media World
- Team Exercise
- Group Discussion: What stands in the way of coverage like this?
- Newsroom organizational models
- What would work in my newsroom?

Day 2:

- Newsroom organization & Leadership
- Emerging story forms
- New roles for the new newsroom
- Change Management
- What should my newspaper do?
- Team Exercise and Presentation
- Concluding Discussion

Introduction

Traditional newsrooms often struggle with meeting the demands and expectations of their constantly shifting audience. Media consumers would now like to be served news whenever they want, in whatever format they prefer and on the platform that is most convenient for them. This change process often includes a total re-thinking of content strategy and brand engagement.

After this workshop:

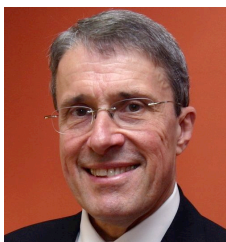
Participants would leave this workshop with a deeper understanding and knowledge on how to plan and guide their newsrooms through the change process.



More information & online registration at:

www.wan-ifra.org/events/change-management-newsroom-organization

Trainer



Randy Covington, is the Director of the WAN-IFRA Newsplex at the University of South Carolina, with a diverse media background that includes reporting for the Associated Press, running television news department and providing training and consulting to news organization around the world. Experienced in all facets of newsroom evaluation, organization, management and operation.

Randy works with and trains leading media houses worldwide on convergence strategies and newsroom organizations. Clients include Voice of America, the Financial Times in London, Grupo Ferre Rangel in San Juan Puerto Rico and many others. He was twice honoured for the best broadcast coverage of education in the nation, and has received numerous regional RTNDA awards as well as state broadcast association honours.

Venue

Newsplex Asia

Nanyang Technological University
Wee Kim Wee School of Communication & Information
Level 1, 31 Nanyang Link
Singapore 637718



For more information

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Training Manager

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Fee (2 days workshop)

Member: SGD 1,000

Non-Member: SGD 1,300

Fee inclusive: Training materials, coffee breaks & luncheons

Registration Form

Change Management & Newsroom Organization: 5-6 March 2013 – Singapore

Please complete the form and send, email or fax to:

WAN-IFRA Asia Pacific Pte Ltd, 25 International Business Park
#04-110, German Centre, Singapore 609916
Phone: +65 6562 8445 Fax: +65 6562 8442

First name _____

Surname _____

Company _____

Position _____

Address _____

Postal Code _____

Country _____

Email _____

Phone _____

Fax _____

WAN-IFRA Member Yes No

More information & online registration at:

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