

# Increasing revenue in classifieds

1st September 2015, Mumbai, India

## Programme

Day 1: 10:00 - 17:30 hrs.

- Introduction
- A competitive review
- Automotive: New ways to attract revenue
- Recruitment: Opportunities for revenue growth
- The "stuff" category --- is it gone? Or can we compete with OLX and Quikr?
- Property advertising: Opportunities for revenue growth
- Mobile isn't the future
- Safety and security concerns, and how you can address them
- Reaching the unbanked
- Questions / answers / review / wrap-up

## Introduction

The workshop will cover various elements of a print/online classified advertising business, and how to increase revenue in classified categories. In addition to focusing on automotive, real estate, recruitment and general merchandise classifieds, the workshop will review current platforms, the future, safety and security issues.

**Note:** The program is also offered as a in-house workshop..

## Target group

Sales Managers, Marketing Mangers, Response Managers, Senior Advertising Officer & Multimedia Sales Managers



**Trainer**



Peter has been in the news business for 35 years, and been actively involved in interactive media for more than 20. He is executive editor and publisher of Classified Intelligence Report, and has written many industry “white papers” and special reports about interactive media and classified ads. Zollman has consulted with media groups, trade associations, broadcasters, magazines and others to help develop successful interactive media services.

He has served on the “classifieds task force” of a major newspaper and broadcast group; conducted workshops for dot-coms and newspapers and has worked with most of the leading companies globally in the classified advertising field. He is based near Orlando, Florida.

**Venue**

**Courtyard by Marriott Mumbai International Airport**

CTS No.215, Andheri Kurla Raod, Andheri East  
Mumbai 400059, Maharashtra, India  
Tel: +91.22.6136 9985

**Fee**

One participant: INR 15,000 / EUR 225  
Two participant: INR 20,000 / EUR 310

Please add 14% taxes to the above fee

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 29<sup>th</sup> August 2015 for confirmation.*

**Contact**

**S.Selva Prabu**

WAN-IFRA South Asia Pvt. Ltd.  
54 K.B.Dasan Road, SIET Admn. Building – III Floor  
Chennai 600 018, India  
Tel. +91.44.4211 2893 . Fax +91.44.2435 9744  
Email: selvaprabu.s@wan-ifra.org

**REGISTRATION FORM**

**Increasing revenue in classifieds**

**1st September 2015, Mumbai**

**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 \_\_\_\_\_  
House no./street \_\_\_\_\_  
City/postal code \_\_\_\_\_  
Country \_\_\_\_\_  
E-Mail \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
  
Signature \_\_\_\_\_

Please register me for

Infographics

**Payment details:**

Cheque / demand draft favouring **WAN-IFRA South Asia Pvt Ltd** for

INR / EUR \_\_\_\_\_ enclosed.

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

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**

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.