

# Create Dynamic Newsites on Online, Mobile & Tablet

22 - 23 November 2012, Hyderabad, India

## Programme

Day 1: 09.30 – 17:30 hrs.

Day 2: 09:00 – 17:00 hrs.

## Content

- Basic principles of the journalistic experience
- Responsive design, best practices
- Addressing different time needs of different users
- Creating cross platform journalistic products
- Best practices for Web, Mobile and Tablet (case studies, design elements)
- Aggregation, the new content economy
- Journalistic SEO or inverted journalism
- Social networks – the two way bridge to Facebook and Twitter
- Monetization

## Introduction

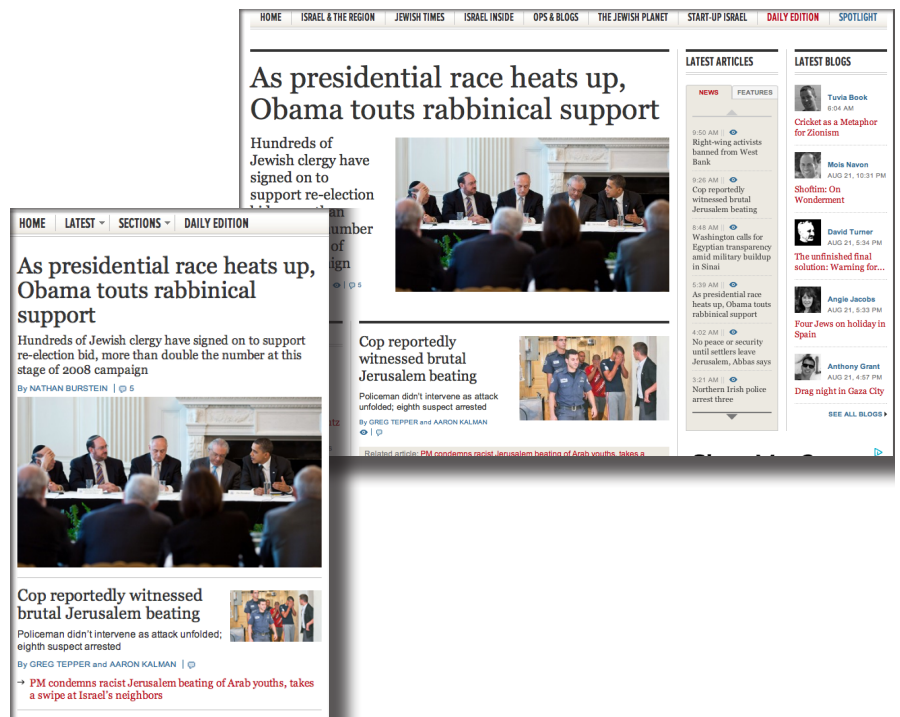
Tablet market in India, though at a nascent stage, has become more competitive due to entry of new vendors with entry level offerings, according to a recent survey. Indian consumers bought over 5 lakh tablets during the 2nd quarter 2012, up by 673% compared to last year. What are the implications for the news publishing industry? How can publishers reach this market of tablet users, which is only going to increase every year?

Digital journalistic products don't have to look like a boring bunch of links stuck together. Consuming news in digital devices requires a new journalistic grammar, new workflows, and innovative storytelling techniques. As online journalism evolves it becomes clear that the one-template static sites are just not enough. This dynamic experience should be visible on all digital devices, according to the users' choice: laptops, mobile phones and tablets.

In this workshop, participants will be trained to transform templates into cross platform experience and increase revenue. The workshop will also share best practises, case studies and design elements for web, mobile and tablets.

## Target group

Publishers, Digital Editors, Designers, Online Product Managers, New Media Managers, Product Development Managers and all those in charge of launching new media devices



More information & online registration at:

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



**Trainer**

**Grig Davidovitz** is a consultant and researcher specializing in developing journalism in the new media age, working with news organisations around the world. He has in-depth experience both in web and print and specializes in cross-platform implementation of journalistic principles, meeting the needs of digital users in the multi-device age and online monetization.

Grig is the former Editor in Chief of Israel’s Haaretz news sites. He is also a lecturer in the fields of New Media and Journalism at Sapir Academic College.

**Venue**

In **Hyderabad**, the training will be held at **Taj Banjara**,  
Road No:1, Banjara Hills,  
Hyderabad - 500034,  
Tel : +91.40.6666 9999

**Fee**

WAN-IFRA members: INR 25,000 / EUR 475 + 12.3% taxes  
Non-members: INR 30,000 / EUR 575 + 12.3% taxes  
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 16th November 2012 for confirmation.*

**Contact**

**WAN-IFRA South Asia Pvt. Ltd.**  
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**Next Training**

**Digital Photography**  
10 - 11 December, 2012, New Delhi

**REGISTRATION FORM**

**Create Dynamic Newsites on Online, Mobile & Tablet**

**22 - 23 November 2012, Hyderabad, India**

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 · trainingindia@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

Create Dynamic newsites on Online, Mobile & Tablet

**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.

**2.3** 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.