

Earlybird
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2011 – **Save**
EUR 200!

10th International Newsroom Summit

9th – 10th June 2011, Zurich, Switzerland

How to reach audiences through innovative journalism

- The latest newsroom transformation projects
- Audience engagement
- Innovative forms of journalism: Data and infographics
- Tablet publishing: How to integrate a new platform into multimedia publishing
- Paid-content: Business models for the future
- Change management: The importance of solid leadership in the newsroom

This Conference is brought to you by:

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Registration and more information:

www.wan-ifra.org/newsroomsummit



10th
Anniversary

10th International Newsroom Summit

9th – 10th June 2011, Zurich, Switzerland



A decade of media convergence

During the past 10 years, the news publishing industry has been through a whirlwind of change in order to face new competition, keep up with life-changing technological developments and try to work with newly empowered users and communities. Newsrooms have had to re-think and re-group to become multi-media publishers. And the changes keep coming. The technical developer's role in the newsroom has never been more important, and the voice of the readers never so dominant.

Join us in Zurich to see how innovation in every area of the newsroom can help develop cutting-edge journalism and more meaningful relationships with audiences, and lay the foundations for the next 10 years of news publishing.

Moderator

Dr. Dietmar Schantin, Executive Director, Publishing, Editorial and General Management, WAN-IFRA

Thursday, 9th June 2011

09.00 – 17.00 followed by evening event

Keynote presentation:

"Digital-first": the only way forward – turning an old, broken-down, bankrupt newspaper company around.

John Paton, CEO, Journal Register Company, USA

Session 1: Leadership – the starting point for successful multi-media publishing

Leading a newsroom through change – what does it take?

Sarah Schantin Williams, Senior Associate Consultant, WAN-IFRA, Germany

Value leadership in the newsroom

Robert Picard, Director of Research, Reuters Institute, University of Oxford, UK

Session 2: The latest developments in newsroom transformations

One year on since the new newsroom

Ralph Grosse-Bley, Editor-in-Chief, Ringier, Switzerland

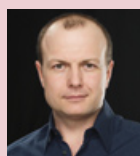
The quest to go fully digital by 2015 without completely abandoning print

Erling Tind Larson, Digital Manager, Berlingske Media, Denmark

Creating the news agency of the future

Wolfgang Büchner, Editor-in-Chief, Deutsche Presse-Agentur GmbH (dpa), Germany

Speakers in order of appearance



Dr. Dietmar Schantin



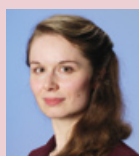
John Paton



Robert Picard



Erling Tind Larson



Sarah Schantin Williams



Ralph Grosse-Bley



Wolfgang Büchner

Session 3: Audience engagement and forging relationships

The winners of the world young reader prize: presentations and roundtable discussion

Dr. Aralynn McMane, Executive Director for Young Readership Development, WAN-IFRA, France

Making relationships matter – creating better brand engagement for the East Anglian Daily Times

Katherine Silver, Head of Marketing Development, Archant, UK

Project Thunderdome – JRC's plan for engaging with its audience and creating content

Jon Cooper, VP Content, Journal Register Company, USA

Session 4: Innovative journalism

Efficiency from creativity

Justin Williams, Assistant Editor, Telegraph Media Group, UK

Data and infographics for compelling stories

Alan McLean, Assistant Editor, Interactive News, New York Times, USA

The technical developer has never been more important!

Espen Egil Hansen, Editor-in-Chief, VG Multimedia, Norway

Friday, 10th June 2011

09.00 – 13.00 followed by concluding lunch

Keynote presentation:

The future of news and digital content: mobile, social, apps, ad-supported – and paid?

Gerd Leonhard, Media Futurist and CEO, The Futures Agency, Switzerland

Session 5: Tablet publishing

Content strategy for tablet publishing

Speaker to be confirmed

Integrating tablet publishing into the newsroom

Rouven Schellenberger, Editor-in-Chief, Frankfurter Rundschau, Germany

Session 6: Business models for the newsroom

Paid-content strategies

Will Lewis, Group General Manager, News International, UK

Revenue models for the future

Speaker to be confirmed

The Great Content Debate

Neil Thackray, Briefing Media Ltd, UK



Dr.
Aralynn
McMane



Jon
Cooper



Espen
Egil
Hansen



Rouven
Schellen-
berger



Katherine
Silver



Justin
Williams



Gerd
Leonhard



Will
Lewis

Evening event on 9th June 2011

Dinner at Uto Kulm, Uetliberg, Zurich

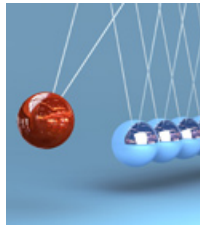
After a busy conference day of fresh ideas and networking, unwind with the WAN-IFRA team at the Hotel Uto Kulm, on Uetliberg, otherwise known as the “top of Zurich,” some 870 metres above sea level. A small train will take conference delegates to the top of the hill, and those who are feeling energetic may hike to the top. Once there, a traditional Swiss raclette dinner and impressive views of the city and the Alps await you. This is definitely an occasion not to be missed!



Optional events on 8th June

Resilience and reorganisation in editorial – Future proofing the multiple-media newsroom

- Basic concepts of the multiple-media newsroom with examples from around the world
- Four fundamentals for creating resilient newsrooms
- Investigation into issues surrounding changes to workflow, structure, roles and responsibilities for editorial staff
- Framework for implementing editorial reorganisation and change management



Workshop leaders:

- Sarah Schantin Williams, Senior Associate Consultant, WAN-IFRA, Germany
- Dietmar Schantin, Executive Director, Publishing, Editorial and General Management, WAN-IFRA

Location:

Ringier publishing house, 9.30 – 15.30,
8th June 2011, EUR 300 + V.A.T, Max. 25 delegates

Online, mobile and tablets: turning links into a news show

- Use well defined methods to understand customers' needs from a journalistic outlet.
- Understand how these needs are evolving in the multi-device age.
- Develop a list of the main needs customers have in terms of news display (the workshop will focus on those not usually met)
- Develop solutions for those needs.
- Develop solutions to grow traffic and stickiness.
- Look at interesting solutions from existing news sites.



Workshop leader:

Grig Davidovitz, Consultant, GD Consulting, Israel

Location:

to be confirmed, 9.30 – 15.30, 8th June 2011
EUR 300 + V.A.T, Max. 25 delegates



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General information

Conference hotel

Crowne Plaza Zurich

Badenerstrasse 420, 8040 Zurich, Switzerland

Tel.: +41.44.404.44.44

E-Mail: info@cpzurich.ch

www.cpzurich.ch

Single Room:

CHF 285 per night, inc. breakfast, exc. local taxes

Please quote "WAN-IFRA Conference" when making your booking. Any bookings made after 11th May 2011 are subject to availability

Conference languages

All presentations will be simultaneously interpreted into English and German.

Conference delegate rates

Earlybird rate until 15th April 2011

WAN-IFRA Members	EUR 790 + V.A.T
Non-Members	EUR 1190 + V.A.T

Standard rate

WAN-IFRA Members	EUR 990 + V.A.T
Non-Member	EUR 1390 + V.A.T

Contact

Conference programme

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