

Earlybird  
rate available  
until 15<sup>th</sup> April  
2011 – **Save**  
**EUR 200!**

# 10<sup>th</sup> International Newsroom Summit

9<sup>th</sup> – 10<sup>th</sup> 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:

**NEWSPLEX<sup>®</sup>**

Registration and more information:

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



**10<sup>th</sup>**  
Anniversary

# 10<sup>th</sup> International Newsroom Summit

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## 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, 9<sup>th</sup> 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

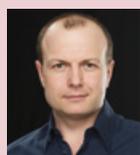
**The quest to go fully digital by 2015 without completely abandoning print**

**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, 10<sup>th</sup> 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 9<sup>th</sup> June 2011

### Dinner at Uto Kulm, Uetliberg, Zurich

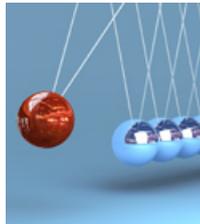
After a busy conference day of fresh ideas and networking, unwind with the WAN-IFRA team at the Hotel Uto Kulm, on Uetliberg, otherwise known as the “top of Zurich,” some 870 metres above sea level. A small train will take conference delegates to the top of the hill, and those who are feeling energetic 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 8<sup>th</sup> 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,  
8<sup>th</sup> 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, 8<sup>th</sup> June 2011  
EUR 300 + V.A.T, Max. 25 delegates



## Exhibitors and sponsors

Get up-to-date information about the latest innovations in the industry. Leading specialised vendors will present their media solutions in the Solution Park.



[www.protecmedia.com](http://www.protecmedia.com)



Event kindly supported by:



## General information

### Conference hotel

#### Crowne Plaza Zurich

Badenerstrasse 420, 8040 Zurich, Switzerland

Tel.: +41.44.404.44.44

E-Mail: [info@cpzurich.ch](mailto:info@cpzurich.ch)

[www.cpzurich.ch](http://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 11<sup>th</sup> May 2011 are subject to availability

### Conference languages

All presentations will be simultaneously interpreted into English and German.

### Conference delegate rates

#### Earlybird rate until 15<sup>th</sup> 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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#### Registration and logistics

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#### Sponsorship and exhibitors

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