

Integrated Newsroom

3rd September 2015, Mumbai, India

Programme

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

- Market insight and customer orientation
- Newsroom types
- Newsroom transformation examples: Die Welt, Kleine Zeitung, Västerbottens Kuriren etc.
- The Total make over project at Kleine Zeitung
A project run through
- "3D thinking" - Differentiating content for target groups and platforms
- Leadership in transformation projects.
- Pitfalls in transformation projects
- Hands on exercises
- Transformation Clinic

Introduction

The workshop will highlight practical steps to implement cross-department culture change between print and digital, with a focus on creating a company-wide culture of innovation that moves out of editorial. News consumption is changing rapidly and the traditional newsroom needs to change with these habits.

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

Target group

Editors, Online Editors, New Media Editors, Newsroom Managers, Product Managers and who wish to learn the various convergence models

More information & online registration at:
www.wan-ifra.org/academy



Trainer



Dietmar Schantin is the founder of Institute of media strategies. He has worked in the field of media strategy and technology for over 10 years. His career began as a studio manager at the Austrian Broadcasting Corporation, followed by five years as a management consultant in Switzerland in the telecommunications and FMCG industries.

In 2012 he founded the Institute for Media Strategies. Over the years he has worked with media companies such as the Telegraph Media Group, Styria Media Group, Ringier Switzerland, Hindustan Times and New Zealand Media and Entertainment. He holds a Ph.D in Economics and Technology where his main focus was on business strategy development and business modelling.

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 29th August 2015 for confirmation.*

Contact

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REGISTRATION FORM

**Integrated Newsroom
3rd 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.
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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
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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
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4.2 The participation fee becomes due upon receipt of the invoice.
5. Cancellation and No Show
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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.