

Smart and Social Newsrooms

17 - 18 June 2013, Hyderabad, India

Session time

Day 1: 10:00 – 17:30 hrs.

Day 2: 09:30 – 17:00 hrs.

Programme

- Breaking free of the hierarchical newsroom structure
- Agile process and workflow
- Traditional newsroom to digital organizations
- Redefining your newsroom/company based on your business priorities
- Audience and traffic management
- Social media and journalism
- Key programming and brand building strategies to resonate in a social landscape
- Talent management and the shifting digital landscape
- Cross-department work culture
- Case studies from the industry

Introduction

Traditional media companies have faced fundamental challenges in the past few years as they transition their newsrooms from a daily print effort to a digitally-focused media environment to hit new digital revenue streams and business goals.

This 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 outside of editorial. News consumption is changing rapidly and the traditional newsroom needs to change with these new readership habits.

The workshop will also focus on what culture change look like and how do you start the change process. The trainer will guide you to draw a basic blueprint and tenets for assessing the road to change and redefining the newsroom based on business priorities and audience.

Target Group

- Newsroom Managers
- Editors & Associate Editors
- Online Editors & New Media Editors
- Managers/directors and executives who want to overhaul and rethink their organizational structure in a fast-paced digital environment

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



Workshop Leader



Anjali Kapoor is the Director, Digital News Strategy at The Globe and Mail, Canada's national newspaper, where she oversees the editorial digital strategy for Globe and Mail digital platforms. She is responsible for the editorial strategic direction of their digital sites while also helping to shift the traditional newsroom into a digital culture. She has worked for Yahoo!, Microsoft Canada, Transcontinental Media, Sun Media and Rogers.

Previously, Anjali held the position of Director, Product & Editorial at Yahoo! Canada where she was responsible for overseeing the product strategy, editorial direction and business goals of the Media Group. She is currently based in Singapore, working for The Globe remotely

Venue

Hyderabad Marriott Hotel & Convention Centre

Opp. Hussain Sagar Lake
 Tank Bund Road
 Hyderabad - 500080
 Phone : 040 - 27522999

Fee per participant

	WAN-IFRA Members	Non-Members
One Participant	INR 25000 / EUR 475	INR 30000 / EUR 575
3+ Participants	INR 20000 / EUR 370	INR 25000 / EUR 475

Note: Please add 12.3% taxes to the above fee.

Overseas participants pay in EUR.

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 31st May for confirmation.

Contact

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 Tel. +91.44.4211 0640 . Fax +91.44.2435 9744
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 Contact person: Selvaprabu

REGISTRATION FORM

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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 _____
 Address _____
 City/postal code _____
 Country _____
 E-Mail _____
 Phone _____
 Fax _____
 Signature _____

First name/s (2nd participant) _____
 Surname _____
 Company _____
 Position _____

Payment details:

Please send me an invoice

Name in block capitals _____

Please 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

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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

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.