

Make sports news the mainspring of your growth

3-4 February 2011, Paris

Editorial - New media - Business

Put sports at the heart of your development strategy!

- ✓ Innovations in the world of digital sport news,
- ✓ Take advantage of your special qualities and make use of your local information!
- ✓ World Cup 2010 - The lessons to learn for bringing your communities together,
- ✓ Work with visual journalism to grab the attention of your readers,
- ✓ Develop sports news on new platforms,
- ✓ Advertising and sports news: develop special campaigns and innovate!
- ✓ Fantasy Games and online games, a minor initial investment but a major lever of growth,
- ✓ The new types of business to develop with sponsors of sports events,
- ✓ Sports organisations: partners or competitors?

www.wan-ifra.org/sportnews



2nd International Conference

Make sports news the mainspring of your growth

Chairman:

Matt KELLY

Publisher,
Mirror Group Digital, United Kingdom.



Sport is first and foremost a passion. That being the case, what are the best ways to exploit this passion in order to grow your print and digital audiences as well as attract advertisers?

This event is intended for...

...National daily newspapers, sports newspapers, regional daily newspapers, pure players, magazines, etc. Participants will be, in general, managing editors, editorial sports manager, business development managers, marketing managers, project managers, sports editors, etc.

PROGRAMME*

Day 1 - Thursday 3 February 2011

9.00 Welcome participants and coffee

9.30 Opening comments

Session I - Trends and future perspectives

> Ten amazing innovations in the world of digital sport news in 2010

By **Matt KELLY**, Publisher, **Mirror Group Digital** (UK).

From sophisticated audience profiling to exceptional use of social media, from compelling new ad formats to how apps are providing publishers with a new (and profitable?) opportunity online, Matt KELLY presents a quickfire round-up of ten of the most interesting developments in the world of digital sports news in the past 12 months.

> The challenger landscape to a leading sports media group in Brazil

By **Paulo HENRIQUE FERREIRA**, Digital Media Executive Manager, **LANCE! Group** (Brazil).

Faced with competition from TV, magazines and others sources of sports news in Brazilian complex media landscape, how LANCE! have built its audience and how this media group is preparing for a multiplatform environment, with 2014 World Cup and 2016 Olympic Games ahead.

And how LANCE! is growing audience on digital platforms, including mobile devices such as iPhone and iPad, and attracting advertisers with special operations to engage this multiplatform audience.

Coffee break in the exhibition area

Session II - Stop under-exploiting your added-value: turn local sports news to your advantage!

> Take advantage of your special qualities and make use of your local information

By **Stephan PHILIPPS**, Managing Director, **Archant Norfolk** (UK).

> Sport local information - Trends and tools

By **Stephan MINARD**, WAN-IFRA consultant.

13.00-14.30 Lunch

Session III - Multi-platform campaigns and a new spirit

> Imagine mobiles and iPads as a curve? Accelerate into the curve!

By **Jeremie CLEVY**, WAN-IFRA consultant and former responsible for the Eurosport Internet newsrooms (FR, UK, ES, IT, DE).

Launched barely one year ago, the iPad has already more than 10 million users worldwide. It joins the tens of millions smartphones that have been sold.

Smartphones and tablets are complementary in their uses, and they offer an opportunity to build up a relationship with your readers throughout the day. In order to achieve this, learn how to benefit from the print/web/phone/tablet complementarity.

Session IV - The new types of business to develop with sponsors of sports events

> Major sports events: cooperate with the organisers and understand the sponsors

By **Thibaut POTDEVIN**, Business Development Manager, UEFA (Switzerland).

The calendar of big sports events (Olympic Games, World Cup, European Cup) defines the schedules of newsrooms and production departments.

However, only few players in the newspaper industry succeed in benefiting from the advertisers' spend in this area, and fewer still obtain contents from the organisers. But there are several ways to change this...

Coffee break in the exhibition area

> Sports organisations: partners or competitors?

By **Larry KILMAN**, Director communication, **WAN-IFRA** and member of the **FIFA Media committee** (France).

News publishers and sports organisations have a mutually beneficial relationship. But today - thanks to new technology and the increasing monetization of sport - that relationship is under pressure, with organisers imposing new restrictions on free and open news coverage of sporting events.

The presentation examines these restrictions and the impact on the sports news business - and what's being done to maintain the new media's ability to report freely in the digital age.

Session V - Make greater use of visuals to grab the attention of your readers

> Sports information graphics

By **Chiqui ESTEBAN**, Infographics consultant for **Innovation Media Consulting** and New Narratives Director at **lainformacion.com** (Spain).

Information graphics constitute a major asset for enhancing the quality of a news story. This is especially true for sports news where visuals occupy a very prominent position.

A review of the best sports information graphics, their interests and their costs.

18.00 Summary of the day

Following by a Get Together with french specialities!

Day 2 - Friday 4 February 2011

8.30 Welcome coffee

9.00 Conference

Session VIII - The new dimensions of sports journalism

> World Cup 2010 - The lessons to learn for bringing your communities together

By **Cédric MOTTE**, WAN-IFRA consultant and expert in social media (France).

The thousands watching the matches live, plus the millions more sat in front of their screens are themselves (potential) sources of information and of transmitting that information to bring the event to life.

So what methods and tools were used, and with what results, by those who sought to engage their audiences around the World Cup in South Africa?

Session VI - Benefit from your brands to attract advertisers and partners

> Advertising and sports news: develop special campaigns and innovate!

Coffee break in the exhibition area

Session VII - Fantasy Games and online games, a minor initial investment but a major lever of growth

> Live out the passion for sport in games...and monetise it!

Fantasy Games and Gaming represent major sources profit for many newspaper groups and constitute an effective way for them to expand their database as well as generate traffic. What are the recipes for success?

> Using entertainment to build highly engaged communities - at a profit

By **Stavros DRAKOULARAKOS**, Managing Director, **24 Media** (Greece).

How a simple game of accurately picking between sports dilemmas lead to a 20.000-strong community of players in 2 months.

Analysis of methods complementing the content offering of www.sport24.gr (a leading 24 Media brand and the largest sports portal in Greece), expanding its user database, minimum marketing spending, generating traffic at off-peak hours, multiplying repeat visits and attracting new advertisers.

13.00 End of the conference

Following by a concluding cocktail lunch

Partners-exhibitors:



Media partners:



Practical information

Conference venue:

Hotel Intercontinental Paris Avenue Marceau*****

64, Avenue Marceau - 75008 Paris

Tel: +33 (0) 1 44 43 36 36

www.ic-marceau.com

Access:

Subway line 1 - Station George V or Charles de Gaulle-Etoile

RER A - Station Charles de Gaulle-Etoile

Bus line 92 - Stop Bassano

Schedule:

Thursday 3 February 2011: From 9.30 to 18.00

Friday 4 February 2011: From 9.00 to 13.00 following by a concluding cocktail lunch.



Registration fees:

■ WAN-IFRA member: € 750 + VAT

■ Non member: € 950 + VAT

Third registration from same company free of charge!

Conference fees include participation in the conference, lunches, refreshments during breaks, Get Together, translations into English and French, etc.

Trainings on Wednesday 2 February:

At its international conference, WAN-IFRA offers you two half-day training sessions focusing on editorial and sports business topics:

■ **"Sports news business digital"** (Wednesday from 9.30 to 13.00)

■ **"Invent added value sports journalism"** (Wednesday from 14.30 to 18.00)

Hotel accomodation:

Special hotel Intercontinental room rate (negotiate by WAN-IFRA):

- Single room: € 310 including breakfast

- Double room : € 340 including breakfast

Please note that this establishment is a 5 stars hotel!

But we also selected **some hotels located in the proximity of the conference venue and that offer a range of different price categories.** You can download this list on the WAN-IFRA website.

Languages:

Simultaneous translation of the conference will be provided into the English and French languages.

The event could be also translated simultaneously into spanish if more than 10 spanish-speaking participants are registered.

Cancellation:

Cancellations will be accepted (less 10% administration charge) up to ten days before the seminar (24 January 2011). Any cancellations received thereafter will not be refunded. Substitutions can be made at any time, but we ask that you notify us in this case.

* *This programme is subject to change depending on the availability of each speaker.*

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3-4 February 2011, Paris

Registration form

Please copy and complete the form and send or fax to:

IFRA SWE · 66, Cours Charlemagne · 69002 Lyon · France · Tel. +33(0)4.72.77.05.95 · Fax +33(0)4.88.67.98.23 · email: sandrine.proton@wan-ifra.org

Informations about your company:

Company: _____

Street: _____

Postal code and City: _____

Country: _____

Phone number: _____

WAN-IFRA member: Yes No

Registrations of the following persons:

1/ Last and first name: _____

Position: _____

E-mail: _____

Mobile: _____

2/ Last and first name: _____

Position: _____

E-mail: _____

Mobile: _____

3/ Last and first name: _____

Position: _____

E-mail: _____

Mobile: _____

FREE

Participation fees for the conference:

- ✓ WAN-IFRA member: **€ 750 + VAT** (€ 897 incl VAT)
- ✓ Non member: **€ 950 + VAT** (€ 1 136,20 incl VAT)

3rd registration from same company free of charge!

Included in the fees are participation to conferences, lunches, coffee breaks, Get Together, translations into English and French, etc.

If you are interested by **trainings sessions on Wednesday 2 February**, kindly refer to the programme and fill the registration form!

Payment details (please select a method of payment):

Bank transfer _____ € to the account of IFRA SWE,
HSBC Lyon Bourse (swift: CCFRFRPP) / Code banque n° 30056 / Guichet n° 00170, Compte n° 0170 201 1244 - 53 / IBAN: FR76 3005 6001 7001 7020 1124 453

By check made out to IFRA SWE _____ €

The participation fee becomes due immediately upon receipt of the invoice.

The contract governing participation in events comes into effect exclusively subject to the WAN-IFRA General Conference Conditions, an excerpt of which is reproduced in the following.

Name and signature:

Excerpt from the WAN-IFRA General Conference Conditions:

§ 1 Registration, Fees, and Payment Due

- 1.1 Registration for events must be in writing.
- 1.2 WAN-IFRA will confirm registration to the participant in writing.
- 1.3 Payment of the registration fee becomes due upon receipt of the invoice.

§ 2 Cancellation, Withdrawal from the Contract by the Customer

2.1 Cancellation is possible in writing and will be accepted up to fourteen days before the conference starts. A non-refundable handling fee of 10% will become due in this case. We regret that we will be compelled to retain the full participation fee for cancellations after this time.

2.2 It is possible at all times to send a "substitute participant" on condition that WAN-IFRA Events is informed accordingly in writing in advance, stating the name of the substitute person.start of the event.

§ 3 Cancellation of Events

3.1 WAN-IFRA can cancel the event for an important reason, especially in case of too few participants, cancellation or illness of a speaker, hotel closure or Act of God.

3.2 In case of too few participants, cancellation can be up to 3 weeks before the start of the event.

3.3 In all other cases of cancellation due to an important reason as well as in the event of necessary programme changes, WAN-IFRA will notify the participants as far in advance as possible.

3.4 In the unlikely case that an event must be cancelled, any paid registration fees will be reimbursed.