

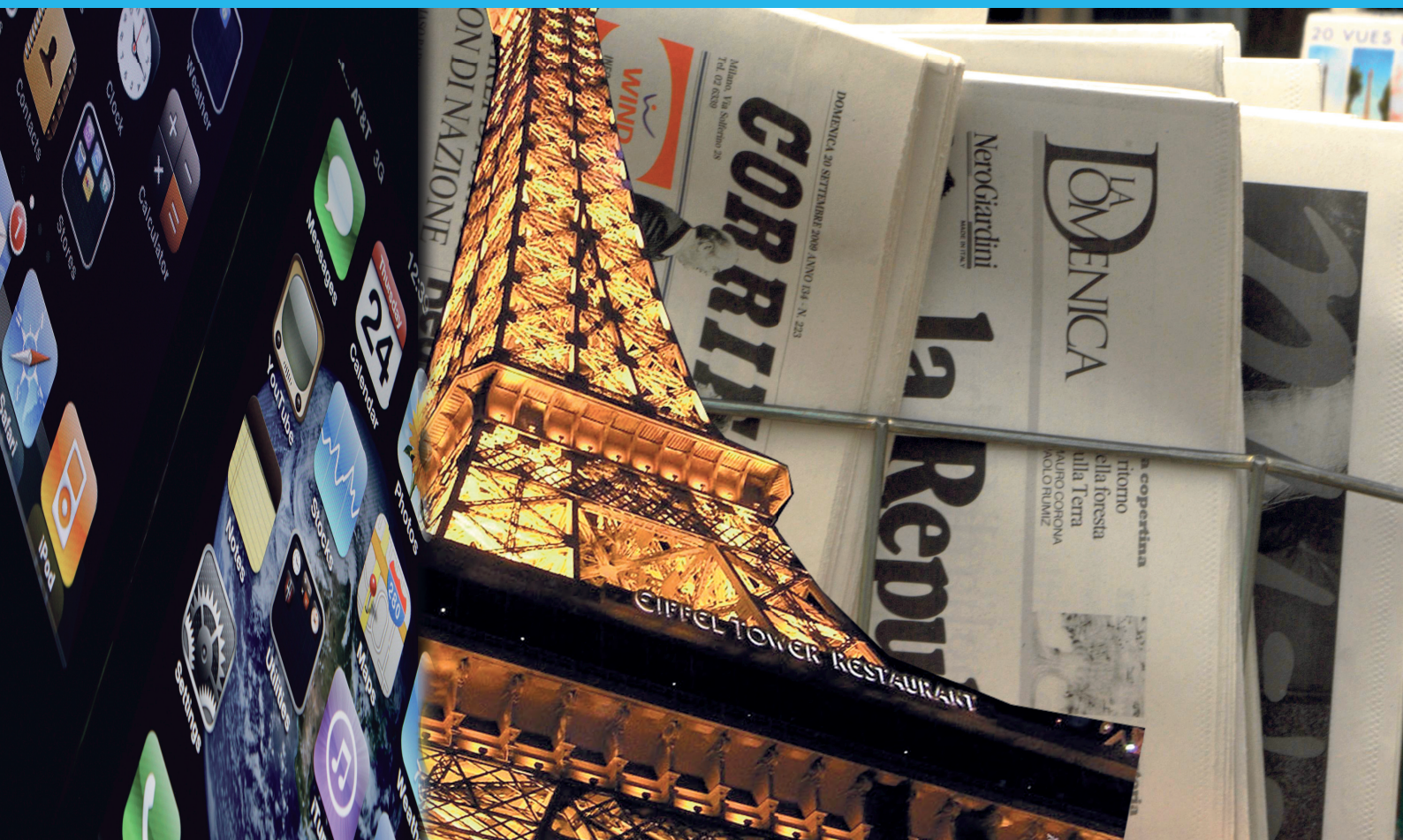
6th Summer University

27-28 June 2011, Paris, Hilton La Défense

Put local and hyperlocal content at the heart of your future projects

- ✓ How to benefit from data journalism at local level?
- ✓ "Added value" citizen journalism,
- ✓ How to reorganise your newsroom to supply multimedia content and reach small communities?
- ✓ How your smartphone application can enable you to strengthen the print and digital presence of your brand?
- ✓ Move from hyperlocal to hyper personal!

www.wan-ifra.org/summeruniversity2011



Put local and hyperlocal content at the heart of your future projects

Chairman:

David SALLINEN
Training Manager
WAN-IFRA, France.



As a national, regional or local media brand, how do you meet the challenges of local and hyperlocal? What new state of mind must your teams adopt? What type of local projects should you launch?

How can you encourage your audiences to get involved? What are the key skills to acquire in order to capture readers' attention?

This WAN-IFRA Summer University will present best practices in order to assist you in the development of a model for your local or hyperlocal project, **by taking advantage of participative journalism, citizen journalism, UGC (User Generated Content), data journalism and multimedia journalism!**

The seminar will therefore offer an opportunity to understand the strategies of leading media players in their markets, as well as a unique training programme that will help you to increase your knowledge and develop new skills!

PROGRAMME*

Day 1 - Monday, 27 June 2011

9.00 Welcome participants and coffee

9.30 Opening comments

9.30-10.10: Local and hyperlocal, a highly coveted potential!



By **Randy COVINGTON**, Director, **WAN-IFRA Newsplex**, University of South Carolina (USA).

Section 1 > The hyperlocal attitude

10.10-10.50: Adopt a hyperlocal attitude to launch new projects



By **Bart BROUWERS**, Managing Editor for hyperlocal online, **Telegraaf Media Group** (Netherlands).

10.50 -11.20: *Networking break*

11.20-12.00: Follow the news from where you live in real time > What lessons can be drawn from EveryBlock?



By **Adrian HOLOVATY**, Founder, **EveryBlock.com** (USA).

Section 2 > Changing the culture of your local newsroom

12.00-12.40: Immediacy, interactivity, integration and local approach - What newspaper can learn from TV?



By **Jacques NATZ**, Director of Digital Media Content, **Hearst Television** (USA).

12.40-14.15: *Lunch break*

Section 3 > Regional brand and local expectations

14.15-14.55: Making the printed newspaper increasingly attractive

By **François-Xavier LEFRANC**, Director, regional and local news, **Ouest-France** (France).

Section 4 > Binomial microlocal print & web

14.55-15.35: Develop your local business



By **Urs GOSSWEILER**, CEO, **Jungfrau Zeitung - Gossweiler Media Group** (Switzerland).

15.35: 16.00: *Networking break*

Section 5 > Data journalism and proximity

16.00-16.40: Case study - the "News Application Team" of the Chicago Tribune



By **Sylvain PARASIE**, Sociologist, Lecturer, **Paris Est/Marne-la-Vallée University** (France).

Section 6 > Boost your projects with citizen journalism

16.40-17.20: There is no audience, only users: Working with your community to make news better

By **Philip TRIPPENBACH**, Editor in Chief, **Citizenside** (France).

Day 2 - Tuesday, 28 June 2011

Section 7 > Putting innovation at the heart of your local strategy

9.30-10.10: Build your brand by engaging with your audience

By **Anette NOVAK**, Editor in chief, **Norran** (Sweden).

10.10-10.50: Organise your newsrooms to satisfy small communities!

By **Roberto DE CELIS**, Director Internet (digital editions), **Vocento** (Spain).

10.50 -11.20: Networking break

Section 8 > The multi-platform and personalised local offering

11.20-12.00: Mobile-based local information to more effectively reach and satisfy your audiences

By **Olivier CLECH**, Chief Editor Multimedia, **Le Télégramme** (France).

Section 9 > From hyperlocal to hyper customization

12.00-12.35: Benefit from the power of multimedia tablets to create a unique user experience - Review of the best ideas and features



By **Denis TEYSSOU**, Head of editorial, Medialab R&D division at **AFP**, (France).

12.35-13.10: All the keys for targeting and delivering your content to your audiences in an apt way



By **Stephan MINARD**, Consultant, **WAN-IFRA** (France).

13.15 End of the conference
Following by a concluding cocktail lunch.

Training session on 28 June afternoon (in option)

"The techniques to help your journalists incite discussions with your communities"

Facebook, Twitter, Forums, comments on articles, blogs.

Following the Summer University, WAN-IFRA offers you the possibility to attend a **training session for "trainers"**, designed to equip you with a wide range of suitable skills to pass on to your newsroom after you return.

Specifically, you can help your journalists to identify the topics that are the focus of interest of your Internet users/readers and to drive the discussions via the web in order to include the best extracts in the printed product. At the end of this session, you will receive useful training sheets.

Discover all the golden rules to help your journalists **instigate discussions, exchanges with the Internet users and their contributions** via Facebook, Twitter, Forums, comments on articles, etc.

Visit the detailed programme on www.wan-ifra.org.

Extra charges for the training session:

- WAN-IFRA or WEF member rate: **€ 290 + VAT**
- No member rate: **€ 390 + VAT**

Practical informations

Conference venue:

Hotel Paris Hilton La Défense ****

2, Place de La Défense - Le CNIT

92053 Paris La Défense

Tel: +33 (0)1.46.92.10.10.

Access:

Subway line 1 or RER A - Station "La Défense-Grande Arche"

Schedule:

Monday 27 June 2011: **From 9.30 to 17.30**

Tuesday 28 June 2011: **From 9.30 to 13.15** following by a concluding cocktail lunch.

Registration fees:

- WAN-IFRA or WEF member: **€ 890 + VAT**
- Non member: **€ 1 190 + VAT**

3rd registration from same company FREE of charge!

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

Trainings on Tuesday 28 June:

At its international conference, WAN-IFRA offers you one half-day training session focusing on communities:

"The techniques to help your journalists incite discussions with your communities"

Hotel accomodation:

- A contingent of rooms is reserved at Hilton Paris La Défense (4 stars hotel) with special conditions for conference participants: **EUR 250 including VAT and taxes for a single room without breakfast**. Please quote "WAN-IFRA" when you register.
- 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 (17 June 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.

6th Summer University

Put local and hyperlocal content at the heart of your future projects

27-28 June 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: _____

Yes, I'll also attend the training session on 28 June afternoon
"The techniques to help your journalists incite discussions with your communities"

2/ Last and first name: _____

Position: _____

E-mail: _____

Mobile: _____

Yes, I'll also attend the training session on 28 June afternoon
"The techniques to help your journalists incite discussions with your communities"

Participation fees for the 6th Summer University:

✓ WAN-IFRA or WEF member: **€ 890 + VAT** (€ 1 064,44 incl VAT)

✓ No member: **€ 1 190 + VAT** (€ 1 423,24 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 the **training session on Thursday 28 June afternoon** "The techniques to help your journalists incite discussions with your communities", 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) / C ode 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 ten 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.