

Increasing Readership

3 - 4 November 2015, New Delhi, India

Session time

Day 1: 10.00 – 17:30 hrs.

Day 2: 9.30 – 17:00 hrs.

Programme

- Who are (not) your readers?
- Why and What do your readers (not) read in your publication?
- What do your readers want and need?
- Readers involvement, participation and contract
- Advertisers involvement, participation and contract
- Paid alternatives for advertisements and advertorials
- Better news photos and infographics
- Better news presentation (text and visual)
- Why (no) youth sections and supplements?
- The role of online and social media
- Regional, local and super local
- More effective supplements

Target Group

Publishers, Editors & Sub Editors, Managing Editors, Managing Directors, CEOs & COOs, Social Media Managers, Reader Development Managers & Circulation Managers

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

Introduction

Increasing readership is one of the main challenges faced by all publications. Readers play a more important role even after efforts are on to increase circulation on one side. Newspapers have tremendous opportunities to increase readership through improvements in content, brand, service and culture. Publishers now have to adapt to the changes in the demographics and reader habits

The participants will leave the workshop with practical, directly applicable adaptations, improvements, ideas and projects. The core notion of the event is understanding 'Reader Behavior'.

The participants will look at successful readers projects and various engagement strategies executed by publishers around the world.

Note: Please bring as many (different) copies of your publication so that the workshop leader can study your publications and offer customised solutions. The same programme content is also offered as in house workshop for publishers



Workshop Leader



Dr. Gerard van der Weijden, is a Dutch citizen living in Belgium. After years of working for the national Dutch newspapers in education (NIE) programme, he is now involved in a multitude of young reader projects all over the world.

He is the inventor of 'The Reading Passport', 'World Newspaper Reading Passport' and 'World Football Reading Passport' which are used globally.

Venue

Holiday Inn New Delhi International Airport

Asset Area 12, Hospitality District, Aero City,
Delhi International Airport, New Delhi – 110037, India
Tel: +91.11.4222 2000

Fee

WAN-IFRA members: INR 25,000 / EUR 350

Non-members: INR 30,000 / EUR 450

Note: *Please add 14% service tax to the 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 17th October 2015 for confirmation.

Contact

WAN-IFRA South Asia Pvt. Ltd.

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Chennai 600 018, India
Tel. +91.44.4211 2893 . Fax +91.44.2435 9744
Contact person: Selvaprabu
Email: selvaprabu.s@wan-ifra.org

REGISTRATION FORM

Increasing Readership

03 - 04 November 2015, New Delhi, India

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.

2.3 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

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.