

Readership Development Workshop

10 - 11 December 2013, Chennai, India

Session time

Day 1: 9.30 – 17:00 hrs.

Day 2: 9.30 – 17:00 hrs.

Programme

- Who are your readers?
- Why and what do your readers (not) read in your publication
- What do your readers need and want?
- Who are not reading your newspaper?
- Family Reading
- Better marketing and advertising
- Readers ownership of the publication
- Readers involvement and participation
- Section for targets/groups
- Regional, local and super local: the future
- How to present/split news
- Treatment of Stories
- The future of newspapers and magazines (compared to other media)

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 that all publications are facing right now. Readers play a more important role even after efforts are on to increase circulation on one side. Newspapers have tremendous opportunities to grow readership through improvements in content, brand, service and culture.

This workshop will look at projects, insights, attitudes and examples in order to create knowledge, opportunities and tools to engage and increase readership of publications which will attract more advertisers. Newspaper now have to adapt to the changes in the demographics and reader habits.

The emphasis of the event is understanding 'Reader Behavior'. The event focuses on taking advantage of the opportunities and acquiring a deeper understanding of 'Readership'.

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

Courtyard Marriott,
564, Anna Salai, Teynampet
Chennai 600 018, India
Tel: +91.44.6676 4000

Fee

WAN-IFRA members: INR 25,000 / EUR 475
Non-members: INR 30,000 / EUR 575

Note: *Please add 12.36% 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 22nd November 2013 for confirmation.*

Special offer for WAN-IFRA members:

2 or more registrations : INR 20,000 + taxes per participant

Contact

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54 K.B.Dasan Road, SIET Admn. Building
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

Readership Development Workshop

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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.
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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
...
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.