

# Social Media for News Content

21 - 22 October 2013, Kuala Lumpur

## Programme

Day 1: 09:30 – 17:00 hrs.

Day 2: 09:30 – 17:00 hrs.

## Sessions

- Power of the unseen global audience
- Facebook's secret algorithm
- Why Facebook pushes certain stories and newsroom updates and why many are left out?
- How Facebook mathematically analyses a newsroom's content, traffic and activity pattern?
- How to attract more audience, traffic, retention, likes and audience participation?
- Complete dynamics of Twitter and how content goes viral on Twitter.
- How some of the biggest newsrooms are sharing content on Twitter.
- How Asian newsrooms can take advantage of social media?
- LinkedIn features and tools
- Social Media Syncing Strategy

## Target Audience

- Editors/ Associate Editors
- Online Editors
- New Media Editors
- Social Media Editors
- Publishers
- Management Executives
- Newsroom Managers and Producers who want to be familiar with the new tools for convergent journalism

More information & online registration at:

[www.wan-ifra.org/node/82786](http://www.wan-ifra.org/node/82786)

## Introduction

The diverse audience especially in today's digital age calls for newsrooms to serve more than just mainstream media. As technology advances, newsrooms are adopting more social tools to gather and report news to the audience..

This 2-days workshop will gear towards exhibiting the importance of new age content distribution platforms and social media applications in pushing editorial content by utilizing numerous intelligent and intuitive mechanisms to engage and retain more audiences online and to invoke heightened audience participation in pushing/sharing content generated by newsrooms.

Participants will leave this workshop fully understanding the immense power of every invisible reader and how it defines modern day journalism on popular social networks such as Facebook, Twitter and LinkedIn..



**Trainer**



Sourav Roy has 15 years of experience in international journalism, media management and new media and has a vast domain knowledge in cross-platform convergence, online journalism, mobile journalism, interactive reporting, live streaming, and managing CMS (content management systems) that facilitate multimedia

convergence.

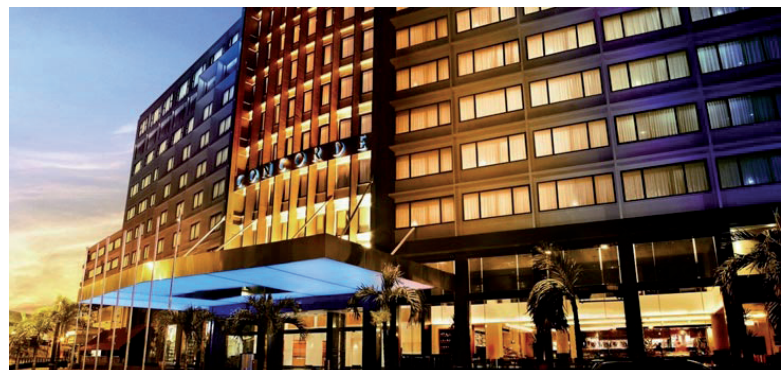
He has worked in the past with The Glasgow Herald, BBC Radio Five Live and BBC Radio Scotland, The United Nations and more recently with Al Jazeera English News Channel and The Huffington Post. He has also trained numerous newsrooms on social media integration and has also trained Asian/ASEAN politicians in integrating social media techniques in electoral communications.

Sourav appears regularly as an Asian Affairs Analyst on Al Jazeera English's acclaimed programme, Inside Story, and writes a permanent column from Asia in The Huffington Post..

**Venue**

**Concorde Hotel Kuala Lumpur**

2 Jalan Sultan Ismail  
50250 Kuala Lumpur



**For More Information**

**Mr. Sivakumaran Veerasamy**

Training Manager  
Tel: +65 6562 8445  
E-mail: sivakumaran.veerasamy@wan-ifra.org

**Fee**

2 days:      Member:            SGD 1,000  
                 Non-Member:    SGD 1,300

Fee inclusive: Training materials, coffee breaks and luncheons.

**Fees**

**Two Days :**       Member            SGD 1,000  
                          Non Member        SGD 1,300

**Payment details: (Please select a method of payment)**

By cheque. Please make cheque payable to WAN-IFRA Asia Pacific Pte. Ltd. and mail to address above

Please debit my credit card  
 1 Visa     2 Mastercard

Card No.                    
valid until          CVV No.    (Last 3 digits printed on the signature strip of reserved)

Card Holder Name in block capitals \_\_\_\_\_

Signature \_\_\_\_\_

By Bank Transfer

(Mandatory: Please indicate invoice number with payment)  
A/C Name: WAN-IFRA Asia Pacific Pte. Ltd.  
SGD A/C No.: 0-313518-019  
Swift Code: CITISGSG  
Bank: Citibank Singapore Ltd  
Capital Square Branch, 23 Church St. #02-01, Singapore 049481

Total amount payable in SGD \_\_\_\_\_

Participation fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event.

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

\_\_\_\_\_  
Signature ,Stamp

**REGISTRATION FORM**

**Social Media for News Content**

**21 - 22 October 2013, Kuala Lumpur**

**Please complete the form and send, email or fax to:**

WAN-IFRA Asia Pacific Pte Ltd, 25 International Business Park  
#04-110 German Center · Singapore 609916  
Phone +65.6562 8445 · E-mail: sivakumaran.veerasamy@wan-ifra.org

First name/s \_\_\_\_\_

Surname \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

House no./street \_\_\_\_\_

City/postal code \_\_\_\_\_

Country \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

First name/s (2nd participant) \_\_\_\_\_

Surname \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

E-Mail \_\_\_\_\_

WAN-IFRA Member       Yes     No

**Important Note:**

Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via email upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interests of the training without notice.

**Cancellation & Replacement**

Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training.