

Social Media for News Publishers

4 - 5 December 2015, Chennai, India

Programme

Day 1: 10.00 – 17:30 hrs.

Day 2: 09:30 – 17:00 hrs.

- Understanding of Social Media Business Ecosystem
- Social Media and Journalism - Latest Trends.
- Importance and Advantage of being Social Media Savvy Journalist
- Global and National facts of Social Media relevant to journalists
- Advantage and Disadvantages of using Vernacular Languages on Social Media.
- Facebook - How to master news feed to make content visible
- Twitter - How to leverage lists, hastags and trends
- LinkedIn – How to use the largest professional network to a journalists advantage
- Instagram and Pinterest - How to use it in all social media plans
- Blogging - How can it help Journalists?

Target group

- Editors and Online Editors
- New Media Editors
- Social Media Editors
- Publishers
- Reporters or journalists
- Management Executives
- Newsroom managers and producers who want to get familiar with the new tools for convergent journalism.

Introduction

Social Media is evolving and changing modern-day journalism and publishers must realize that it is not enough to be present on Social Media; it is more important to harness the power of millions who populate Social Media. Today, readers demand transparent, authentic and fast communication with news publishers. Readers are no more passive consumers of news, they want to be active and engaged in the process of consumption.

This workshop is geared to exhibit the importance of new age content distribution platforms and social media applications in pushing editorial content. The module will give insight into the immense power of every invisible reader and how it defines modern day journalism on popular social networks such as Facebook, Twitter and LinkedIn.

The workshop will also focus on how to involve readers in the process of creating journalism and focus on integrating social media tools into journalists daily work. The two-day workshop will provide valuable insights into the all-pervasive world of Social Media and help you prepare your own Social Media roadmap.

Note: This training is also offered to WAN-IFRA member companies as in-house training.



Trainer



Sorav Jain spearheads echoVME, a self funded organization which aims at delivering world class Social Media Marketing skills and expertise reached its zenith when it was recognized as 'The Best Social Media Agency of 2013' by CMO Asia. Acclaimed organizations like Bosch India, Apollo White Dental, Amrutanjan, Ramco Systems, Cashkaro.com, Infinithism, Ticketgoose.com are part of Echovme's client list.

Sorav a high spirited, young individual was acknowledged by Global Youth Marketing Forum as the 'Top 25 Social Media Professionals of India'. He was accorded with Best Market Research Presentation Award from Leeds University Business School. Latest release of his book on "Social Media for Business" was an icing on the cake.

Venue

Savera Hotel

146 Dr. Radhakrishnan Salai,
Mylapore, Chennai 600 004.
Tel: +91.44.2811 4700

Fee

WAN-IFRA members: INR 15,000 / EUR 225 + 14% taxes
Non-members: INR 18,000 / EUR 275 + 14% taxes
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 Nov 27th 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
Email: infoindia@wan-ifra.org
Contact person: Selva Prabu

REGISTRATION FORM

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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 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

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.