

The New Story

~ Creating the engaging story

2 – 3 November 2015
Singapore

Course Outline

- Identify the core needs of engaging stories in the emerging media ecosystem.
- Engage readers with multimodal content (audio, video, text, animation, graphics and data) drawing on each mode's unique set of strengths and weaknesses.
- Plan content across multiple platforms (desktop, tablet and mobile phone) drawing on each platform's strengths and weaknesses.
- Explain how to create a story that is non-linear, multimedia and multi-platform.
- Describe emerging conventions for writing for multiple screens
- Create a basic audio podcast.



Introduction

Newsrooms are in the midst of a massive transformation. The story is evolving. No longer is it confined to just one medium nor is it a linear narrative. But while the way we tell the story changes, the human thirst for a good story will never go away.

This workshop helps journalists explore the new dynamics of digital storytelling without losing sight of the central importance of storytelling. Participants will look beyond one-way, linear, mono-modal stories to create captivating content that exploits all the web has to offer. They will gain skills to push their newsroom to the forefront of the digital storytelling revolution.

As well as creating content, participants will analyze case studies from publishers in Asia, Europe and the US to identify what makes an engaging story and consider what might work in participants' newspapers.

Trainer



Jonathan Halls is Principal of Jonathan Halls & Associates and an adjunct professor at The George Washington University in Washington DC. He has worked for more than twenty years in the media industry, in more than 20 countries and with 30 different nationalities. He teaches and consults on organizational dynamics including leadership, change, communication and innovation. He also teaches media production. Jonathan designed and delivered the IFRA Newsplex' training for journalists at the Daily Telegraph when it moved to its converged newsroom in 2006, providing audio, video and web writing workshops. He has delivered training to journalists, editors and media professionals at newspapers, magazines and broadcasters around the world including Times of India, Hindustan Times, Media Corp, Nottingham Evening Post, DeVolkskrant, Romania Libera, Primera Hora, Financial Times, FHM, Cosmopolitan, The Nation, Metro and many more.

Jonathan formerly ran the BBC's prestigious production training department in London. He was responsible for the corporation's television, radio operations, new media and safety training. Jonathan started his career as a journalist and has worked as a trainer and executive.

Schedule

Day 1: 10:00 – 18:00 hrs

Day 2: 10:00 – 18:00 hrs

Venue

Singapore Press Holdings Ltd
1000 Toa Payoh North, News Centre
Singapore 318994

Standard Fee

Member: SGD 1,000

Non Member: SGD 1,300

*WDA Subsidy Fee

Member: SGD 300

Non Member: SGD 600

* WDA Subsidy

Singapore Citizens and Permanent Residents can now enjoy **subsidies of up to 70% of the course fees** when they enroll in this workshop supported by the Singapore Workforce Development Agency (WDA). Terms and Conditions apply.

Fee inclusive:

Training materials, coffee breaks & luncheons

Hotel Accommodation

Ramada and Days Hotels Singapore at
Zhongshan Park, 18 Ah Hood Road
Singapore 329883

Attention: Mr Mark Ng

Tel: +65 6808 6806 | + 65 9025 4699

Email: mark.ng@ramada-dayshotelssingapore.com

Website: www.ramada-dayshotelssingapore.com |
www.wyndhamhotelgroup.com

Register Online

www.wan-ifra.org/thenewstory

For More Information

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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 upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interest of the training without notice.

Cancellation and 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

More information and online registration: www.wan-ifra.org/thenewstory