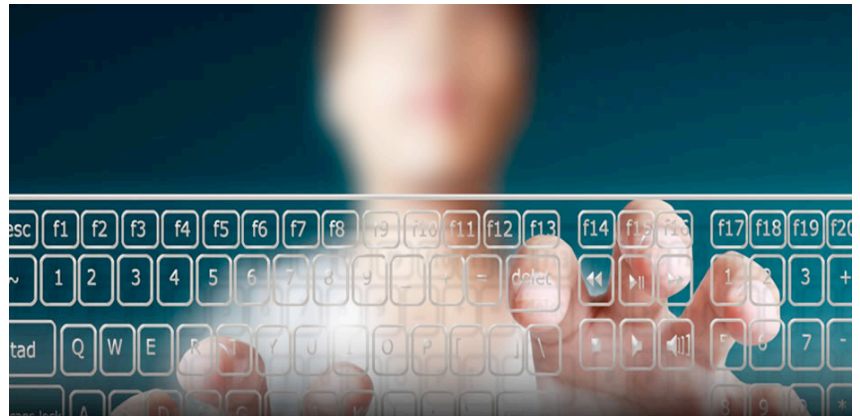


Writing for Digital Media
~ a workshop for news publishing

17 – 18 August 2015
Singapore

Course Outline

- ❖ Content Curation, planning digital content
- ❖ Finding readers
- ❖ Difference between flow and evergreen content
- ❖ Advice on web layouts
- ❖ SEO
- ❖ Digital headlines, differences with print
- ❖ Making content shareable
- ❖ Storytelling techniques in digital media
- ❖ Characteristics of stories that engage viewers in digital/social media
- ❖ Writing clearly and concisely for digital media



Introduction

This two-days course covers both the mindset and skills needed to produce truly compelling digital-first content. Do you know your SEO from your CMS? How about your social web from your semantic web?

Great articles on the web are about much more than words. As well as reading well, you need to make sure the story looks good, is optimized for search engines and attracts attention when shared on social networks.

The course will demonstrate how you can adapt the valuable skills you already have to the digital world, while integrating new content types into your work.

Who Should Attend

Reporters | Journalists | Editors who are looking to further their storytelling capabilities and adapt to the digital sphere.

Trainer



Adam Tinworth has more than 10 years' experience in training journalists in social media, SEO and digital journalism.

A business journalist for 20 years and a blogger for 14, Adam now works as a consultant and trainer in

digital journalism, social media and content strategy, and clients have included *The Telegraph*, *The Financial Times*, *Euromoney Institutional Investor* as well as B2B publishers, charities and international brands.

He is a visiting lecturer at City University on the newspaper, interactive and financial journalism MA courses.

Schedule

Day 1: 10:00 – 18:00 hrs

Day 2: 10:00 – 18:00 hrs

Register Online

www.wan-ifra.org/writing_digitalmedia

For More Information

Jen Teo | Senior Manager, Training

Tel: +65 562 8445 | Email: jen.teo@wan-ifra.org

Training 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

Park Avenue Rochester

31 Rochester Drive Singapore 138637

Attention: Ms Jace Tan

Tel: +65 6830 8360 | + 65 6808 8600

Email: pareservations@uel.sg

Website: www.parkavenuerochester.com

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