



## Trainer



**Saurav Sen** is a veteran Indian journalist-turned media management professional, with a stellar experience of 25 years behind him that traverses print journalism, digital media and convergence, media strategy and monetization, social media, online brand development and risk mitigation.

He has been associated with The Times of India Group, India Today Group, ABP Group, The Asian Age, The Statesman and Khaleej Times, Dubai. Saurav is a Chevening Fellow at the University of Westminster, London and has worked briefly with The Guardian, London.

He also heads the Digital Media Strategic Consulting Practice at MediaGuru -- an international media-consulting firm with offices Singapore, Dubai and London, apart from India. In the past, Saurav has been Editor of The Times of India Online, Head of CEO's Corporate Group at Times Group and also Group Business Head, Internet & VAS for ABP Group.

## Who Should Participate

- Editors
- Online Editors, New Media Editors
- Newsroom managers, product manager and marketing managers who wish to learn the various content monetization models to make the most of their digital content.

## Register Online

[www.wan-ifra.org/online\\_content\\_moneztation](http://www.wan-ifra.org/online_content_moneztation)

## For More Information

Jen Teo | Senior Manager, Training  
Tel: +65 6562 8445 | Email: [jen.teo@wan-ifra.org](mailto:jen.teo@wan-ifra.org)

## Venue

### Newsplex Asia

Nanyang Technological University  
Wee Kim Wee School of Communication & Information  
Level 1, 31 Nanyang Link  
Singapore 637718



## Standard Fee

Member: SGD 1,000  
Non Member: SGD 1,300

## \*WDA Subsidy Fee SGD 300

Fee inclusive:  
Training materials, coffee breaks & luncheons

### \* 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.

## Hotel Accommodation

Bay Hotel Singapore  
50 Telok Blangah Road, Singapore 098828  
Attn: Mr CK Tay | Senior Sales Manager  
Tel: +65 6818 6685 | + 65 9682 9818  
Email: [ck@bayhotelsingapore.com](mailto:ck@bayhotelsingapore.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