Writing for Digital Media

16 - 17 April 2013, Chennai, India

Session time

Day 1: 10:00 – 17:30 hrs.
Day 2: 09:30 – 17:00 hrs.

Programme

- Writing for the web: Points to keep in mind
- Online news sources: What and which ones to trust
- Live blogging: Important addition to New Media writing
- Multimedia storytelling: Taking news writing to another level
- Integrating social media in news writing
- Internet Headlines: Characteristics and differences from Print headlines
- How to write an Internet headline
- Do's and don'ts of writing smart Internet headlines
- Headlines for blogs

Introduction

Internet users perceive information in a different, nonlinear way. Web users skim content, they ignore details to read content faster, they even modify left-right viewing habits in order to drill down more quickly.

This course explains how writing for the web is different from print medium and the factors which needs to be considered when writing for the web. This workshop focuses on hypermedia methods of information design for the digital medium.

The participants will become familiar with the most important steps in constructing a web story and the style of writing that is required for writing for new media. The training will also explain how to tap the social media for new ideas, for obtaining information and promoting their content.
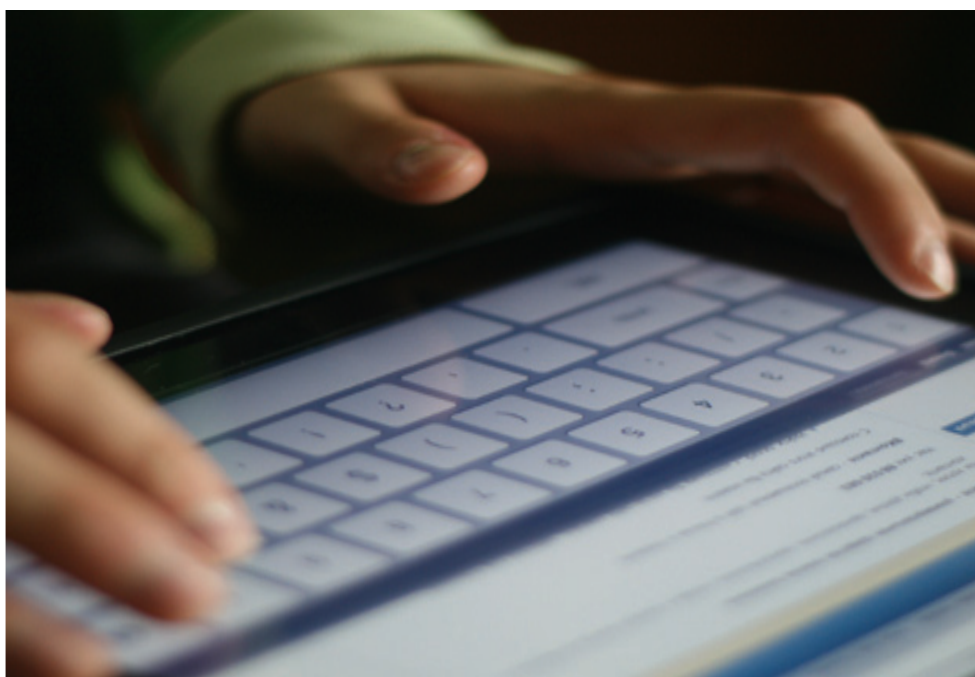
Target Group

- Reporters or journalists
- Sub Editor
- Editors and Online Editors
- New Media Editors
- Social Media Editors
- Newsroom managers and producers who want to get familiar convergent journalism

More information & online registration at:
www.wan-ifra.org/academy

INFORMATION

Workshop Chairman

Sunil Saxena is an award winning media professional with over three decades of experience in Print Journalism, Media Education and Research, New Media, Social Media and Mobile Journalism. He started his career as a print journalist and took various Editorial positions with major newspapers.

He is also a journalist educator and was the Dean, International Media Institute of India, Noida, a media centre developed by the International Center for Journalists, Washington. He was the first dean of Asian College of Journalism and Assistant professor of Times School of Journalism, New Delhi. Currently, he is the Director of Amity School of Communication, Amity University, Rajasthan.

Venue

Hotel Savera,
146, Dr.Radhakrishnan Road,
Chennai 600004, India
Tel: +91.44.2811 4700
www.saverahotel.com

Fee per participant

	WAN-IFRA Members	Non-Members
One Participant	INR 15000 / EUR 220	INR 18000 / EUR 260
3+ Participants	INR 12000 / EUR 180	INR 15000 / EUR 220

Note: Please add 12.3% taxes to the above fee.
Overseas participants pay in EUR.
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 5th April for confirmation.

Contact

WAN-IFRA South Asia Pvt. Ltd.
54 K.B.Dasan Road, SIET Admn. Building
Chennai 600 018, India
Tel. +91.44.4211 0640 . Fax +91.44.2435 9744
Email: selvaprabu.s@wan-ifra.org
Contact person: Selvaprabu

REGISTRATION FORM

Writing for Digital Media

16 - 17 April 2013, Chennai, India
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 WAN-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.