

Creating a cross platform “News Show” - and monetizing it

Generate captivating news experiences across devices
while producing solid revenue streams

28 to 29 November 2011, FAZ, Frankfurt/M., Germany

Programme

28 November, 10:00 – 16:00 h;

visit at FAZ.net and dinner

29 November, 09:30 – 17:00 h

The workshop will take place at the Frankfurter Allgemeine Zeitung (FAZ) offices, and will include a visit at the newspaper’s newsroom

After the session the participants will be able to:

- Use methods to understand customers’ needs of a digital journalistic outlet.
- Understand how these needs are evolving in the multi-device age.
- Develop a list of the main needs for news display, social media integration and SEO.
- Develop solutions for those needs, while increasing traffic and loyalty.
- Describe best usage of the main revenue streams relevant to online journalism.
- Develop solutions for creating and optimizing revenue streams on their sites.

Target group

Editors, designers, media executives, consultants

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

More information and online-registration at:

www.wan-ifra.org/academy

Introduction

The iPad proved that digital journalistic products don’t have to look like a dull group of links strung together. It is also proving that such captivating products are easier to monetize. But should this new experience be limited to tablets only?

As online journalism evolves it becomes clear that the one-template static sites are not enough. Homepages should be able to change to reflect drama (Bin Laden has been killed) to highlight the best elements of the article (a video of the tsunami in Japan) and to create information packages (main article, analysis, reactions). This dynamic experience should be visible on all devices: laptops, mobile phones and tablets.

In the first part, the workshop will present solutions for improving organic traffic and loyalty by creating flexible news sites while duplicating this “news show” on all devices. In the second part it will present solutions for optimizing other sources of traffic - search engines and social media. In the third part, it will explore potential revenue streams.



Trainer



Grig Davidovitz is a consultant and researcher specializing in developing journalism in the new media age, working with news organizations around the world. He has deep experience both in web and print, and is specializing in cross platform implementation of journalistic principles meeting the needs of digital users in the multi-device age and online monetization. Mr. Davidovitz is the former Editor in Chief of Israel's Haaretz news sites, and Deputy Head of the its News Department. He is a regular speaker at international conferences for WAN-IFRA.

Fees

WAN-IFRA members: EUR 890.– + VAT

Non-members: EUR 1.200.– + VAT

“Early Bird” rate: We grant a 10% discount on bookings received up to 30 September 2011

Please note: Included in the price are the course fee, documentation, luncheon,

beverages during breaks and the dinner on 28th November 2011.

The maximum number of participants will be limited to 12 persons.

Accommodation

Kindly send your booking directly to:

Fleming's Hotel Frankfurt-Messe

Mainzer Landstrasse 87-89

60329 Frankfurt am Main

Tel. +49 69 808080 0, Fax +49 69 808080 499

E-Mail frankfurt-messe@flemings-hotels.com

www.flemings-hotels.com/en/hotels/flemings-hotelfrankfurt-messe

Single room: Comfort EUR 81,- / 211,-; Superior EUR 101,- / 231,- incl. VAT, buffet breakfast and service.

Please quote the booking code “WAN-IFRA” when making your reservation. N. B. The higher room rate for the 2nd night is due to a trade fair in FfM.

Further hotel recommendation please find on our homepage:

<http://www.wan-ifra.org/node/38371>

Venue

Frankfurter Allgemeine Zeitung

Hellerhofstraße 2, 60327 Frankfurt am Main, Germany

Phone +49.69.7591-0

Contact: Bettina Werner, bettina.werner@wan-ifra.org

Phone: +49 172 7810054

REGISTRATION FORM

Creating a cross platform “News Show” – and monetizing it

28 to 29 November 2011, Frankfurter Allgemeine Zeitung, Frankfurt/M., Germany

Please copy, fill in and fax or mail to:

WAN-IFRA GmbH & Co. KG · Washingtonplatz 1 · 64287 Darmstadt, Germany · Tel +49.6151.733-6 · Fax +49.6151.733-802 · academy@wan-ifra.org

First name/s _____

Surname _____

Company _____

Position _____

House no./street _____

City/postal code _____

Country _____

E-Mail _____

Phone _____

Fax _____

Signature _____

Payment details: (Please select a method of payment)

Please send me an invoice

Please debit my credit card

1 American Express 2 Visa 3/4 Euro-/Mastercard 5 Diners

Card no. _____ valid until _____

Card holder _____

Signature _____

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.

2.2 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.