

Online, Mobile, Tablet: Turning Links into a News Show

Learn how to create better news-pages while ensuring continuity between the web, iPhone and other devices

13th October 2011, IFRA Expo 2011, Vienna, Austria

Programme

13th October, 09:30 – 16:00 h, including lunch

After this session the participant will be able to:

- Use well defined methods to understand customers' needs from a journalistic outlet.
- Understand how these needs are evolving in the multi-device age.
- Develop a list of the main needs customers have in terms of news display (the workshop will emphasize those that are usually not met properly today)
- Develop solutions to those needs.
- Develop solutions to grow traffic and stickiness.
- Describe the main revenue streams relevant for journalistic websites.
- Develop new revenue streams and improve existing ones.

Target group

Publishers, senior editors and designers, consultants.

This workshop is part of the
IFRA Expo 2011
Vienna, Austria

Early bird registration available
until 4th September 2011!

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

Introduction

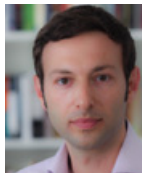
The iPad proved that digital journalistic products don't have to look like a boring bunch of links stuck together. It is also proving that such captivating products are easier to monetize. But in today's multi-device age - should this new experience be limited to tablets only?

As online journalism evolves it becomes clear that the one-template static sites are just not enough. News sites should be able to instantly change to reflect drama (Bin Laden has been killed) to highlight the best elements of the article (an amazing video of the tsunami hitting Japan's shores) and to create dynamic information packages (main article, analysis, reactions). This dynamic experience should be visible on all digital devices, according to the users' choice: laptops, mobile phones and tablets.

The workshop will present solutions for creating flexible news sites and for successfully duplicating this „news show“ on all devices. It will also train the participants in implementing these solutions in their sites.



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 and meeting the needs of digital users in the multi-device age.

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.



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

Fees

WAN-IFRA members: EUR 495,- + VAT

Non-members: EUR 660 + VAT

Prices include season ticket to IFRA Expo 2011 (www.ifraexpo.com) and will be credited against the registration fee. In addition the fee includes documentation, luncheon and beverages during the breaks.

Please note: The maximum number of participants will be limited to 25 persons.

Venue

IFRA Expo, Congress Center

Room Schubert 2

Reed Messe Wien GmbH

Messeplatz 1, A 1021 Wien

Contact

WAN-IFRA Academy

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REGISTRATION FORM

Online, Mobile, Tablet: Turning Links into a News Show

13th October 2011, IFRA Expo, Vienna, Austria

Please copy, fill in and fax or mail to:

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

First name/s _____

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Payment details: (Please select a method of payment)

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Excerpt from the WAN-IFRA GmbH & Co. KG General Conference Conditions

This excerpt from the General Conference Conditions applies only for participants who are considered contractors within the meaning of § 14 German Civil Code (BGB).

§ 1 Registration, Fees, and Payment Due

- 1.1 Registration for events must be in writing.
- 1.2 WAN-IFRA GmbH & Co. KG will confirm registration to the participant in writing.
- 1.3 Payment of the registration fee becomes due upon receipt of the invoice.

§ 2 Cancellation, Withdrawal from the Contract by the Customer

- 2.1 Cancellation is possible in writing and will be accepted up to 2 weeks before the event. A non-refundable handling fee of 10 % will become due in this case. We regret that we will be compelled to retain the full participation fee for cancellations after this time.
- 2.2 It is possible at all times to send a "substitute participant" on condition that WAN-IFRA GmbH & Co. KG is informed accordingly in writing in advance, stating the name of the substitute person.

§ 3 Cancellation of Events

- 3.1 WAN-IFRA GmbH & Co. KG can cancel the event for an important reason, especially in case of too few participants, cancellation or illness of a speaker, hotel closure or Act of God.
- 3.2 In case of too few participants, cancellation can be up to 3 weeks before the start of the event.
- 3.3 In all other cases of cancellation due to an important reason as well as in the event of necessary programme changes, WAN-IFRA GmbH & Co. KG will notify the participants as far in advance as possible.
- 3.4 In the unlikely case that an event must be cancelled, any paid registration fees will be reimbursed.

§ 6 Applicable Law / Place of jurisdiction

The contract is subject to German law. Place of jurisdiction is Darmstadt.