

# Creating a cross-platform experience – Web, Online, Tablet

Learn how to master the new digital climate  
- one customer accessing your content from different devices

9<sup>th</sup> May 2012, Pre-Conference Workshop, Hamburg, Germany

## Programme

9<sup>th</sup> May, 10:00 – 17:00 h, including lunch

After this session the participant will be able to:

- Use well defined methods to understand customer requirements of a journalistic outlet in the multi-device age.
- Describe the basic methodology for a strategic process for online redesign.
- 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 for those needs.
- Develop solutions to grow traffic using SEO and Social Media.
- Describe the main revenue streams relevant to journalistic websites.
- Develop new revenue streams and improve existing ones.

## Target group

Publishers, senior editors and designers, consultants.

This workshop is part of the

**11<sup>th</sup> International Newsroom Summit, Hamburg, D**

Early bird registration available until 20<sup>th</sup> March 2012!

More information and online-registration at:

**[www.wan-ifra.org/  
workshop-hamburg](http://www.wan-ifra.org/workshop-hamburg)**

## Introduction

As the digital climate evolves, it becomes clear that the old “product paradigm” is being replaced by the “experience paradigm”: customers no longer consume single products (web, print, etc) but use different devices to access each product in many environments (web, mobile, tablet). The goal for media companies is to understand the new customer needs, create the right content experience to satisfy them, and then reproduce and monetize the experience on all devices.

The workshop will cover the main factors involved in generating and reproducing the content experience: Defining methodologies to understand customer needs; creating dynamic websites that are able to change to best reflect the content; integrating the iPad and the web content presentation paradigms; catering to all relevant time needs; creating an information architecture that can be easily converted to different screen sizes; and choosing between native and browser-based applications. It will also show participants how to implement these solutions on their websites.

In the second part, the workshop will cover the main monetization streams relevant to journalistic online products.



**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.

**Remark: This workshop is also offered to WAN-IFRA member companies as an in-house event**

**Fees**

**Pre-conference workshop of event**

**"11th International Newsroom Summit":**

WAN-IFRA Member/Non-Member:

EUR 350 + VAT

*Please note: The fee includes documentation, luncheon and beverages during the breaks.*

*The maximum number of participants will be limited to 20 persons.*

**Venue**

**Empire Riverside Hotel**

Bernhard-Nocht-Str. 97, D-20359 Hamburg

Tel: +49-40-3111970617

**www.empire-riverside.de**

**Room: L**

**Contact**

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**REGISTRATION FORM**

**Creating a cross platform experience – Web, Online, Tablet**

**Pre-conference workshop, 9<sup>th</sup> May 2012, Hamburg, Germany**

**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](mailto:events@wan-ifra.org)

First name/s \_\_\_\_\_

Surname \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

House no./street \_\_\_\_\_

City/postal code \_\_\_\_\_

Country \_\_\_\_\_

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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.