

Resilience and reorganisation in editorial

Future proofing the multiple media newsroom

8th June 2011, Pre-conference workshop, Zurich, Switzerland

Programme

8th June, 09:30 – 15:30 h, including lunch

This one day workshop will include:

- Basic concepts of the multiple media newsroom with examples from around the world
- Four fundamentals for creating resilient newsrooms
- Investigation into issues surrounding changes to workflow, structure, roles and responsibilities for editorial staff
- Framework for implementing editorial reorganisation and change management

Case studies and exercises will be utilised throughout the day to illustrate and practice the above components. The participants will leave with a deeper understanding and knowledge of how to plan and guide their own newsroom through the change process.

Target group

Management executives, newsroom management and those leading newsrooms multimedia/convergence projects within editorial.

This workshop is part of the
**10th International
Newsroom Summit**

Early bird registration available
until 15th April 2011!

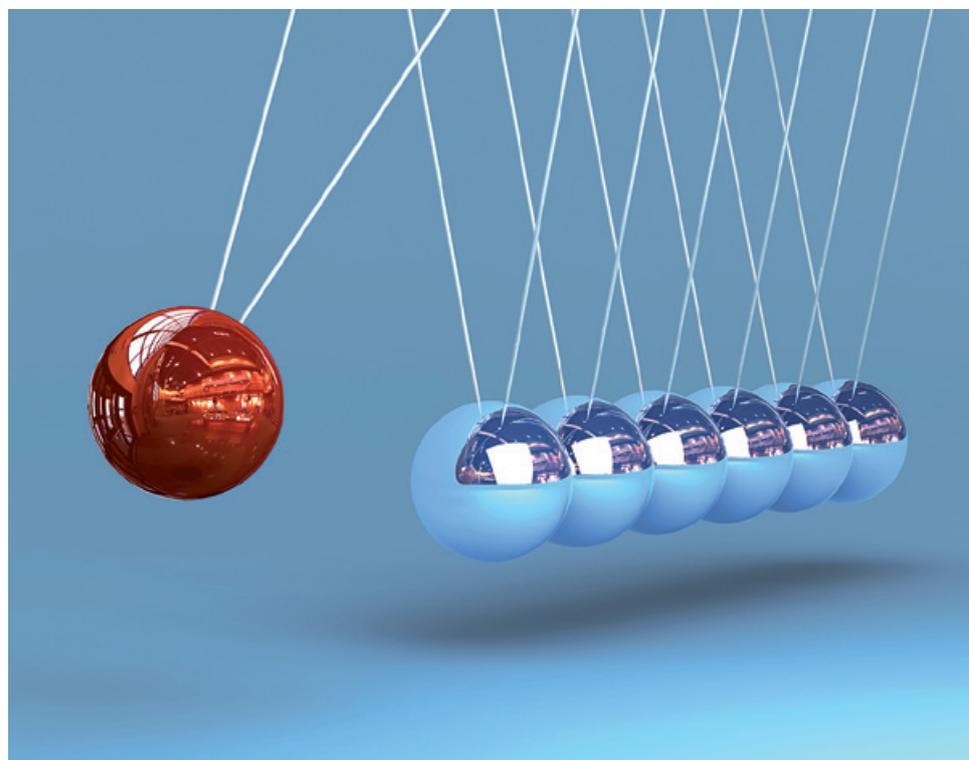
More information and online-registration at:

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

Introduction

Hard times have a tendency to draw a clear line between newsrooms that will successfully ride the storm and those which will flounder. Publishers who have recently created future proofed newsrooms which be the ones who will emerge from the current economic gloom in a position of strength. So what do other publishers have to put in place now to be amongst those resilient new operations in the future?

Sustaining a healthy future for newsrooms demands focusing on four fundamentals: rethinking audience, content and brand strategies, reorganising editorial operations, increasing performance and understanding and harnessing newsroom culture. Many publishers are struggling with the mechanics behind implementing these four fundamentals, particularly when times are tough. IFRA Newsplex has worked with a variety of regional and national newsrooms around the world in handling this situation and now offers a one day workshop to support editorial management involved in transforming their newsrooms now or in the future.



Trainers



Sarah Schantin Williams MA is a consultant, trainer and researcher for WAN-IFRA Newsplex. With a background in Anthropology and change management, Sarah is a specialist in how to strategise, design and lead complex editorial change processes.

Sarah is currently working with newsrooms from the UK, Scandinavia the Carribean and South East Europe on strategy, reorgansation and managing change and multiple media integration. In addition Sarah trains and coaches editorial leaders on reorganisation and change management and is currently researching the most effective methods and models for supporting editorial change.



Dr. Dietmar Schantin has been Director of Newsplex since October 2005. In early 2004, he founded n-able consulting, which carried out projects at daily newspapers in Croatia, Germany and Austria. The projects covered process analysis and design, workflow definitions, editorial and advertising systems evaluation and introduction, as well as project management coaching and training. From 2001 to 2004, he was a business manager of an online solution company for the publishing industry.



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

Fees

Pre-conference workshop of event "10th International Newsroom Summit":

WAN-IFRA Member/Non-Member:
EUR 300 + VAT

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

Venue

Ringier AG
Dufourstrasse 23
CH-8008 Zurich

REGISTRATION FORM

Resilience and reorganisation in editorial

Pre-conference workshop, 8th June 2011, Zurich, Switzerland

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

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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.