

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

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

Programme

8th June, 09:30 – 15:30 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 today).
- Develop solutions to those needs.
- Develop solutions to grow traffic and stickiness.
- Describe interesting solutions from existing news sites.

Target group

Publishers, senior editors and designers, consultants.

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

The iPad proved that digital journalistic products don't have to look like a boring bunch of links stuck together. But 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 (Mubarak has resigned) to highlight the best elements of the article (an amazing video on a plain crash) and to create dynamic information packages (all the news on the elections today). 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 the news show on all devices. It will also train the participants in implementing these solutions in their sites.



Trainer



Grig Davidovitz

Consultant specializing in developing journalism in the new media age. Ongoing projects in the US, in Israel and in Europe. Lecturer in the fields of New Media and Journalism at Sapir Academic College.

Past Professional Experience

Editor in Chief of the Internet Sites, Haaretz Daily - 2007-2008

In charge of the newspapers' sites in Hebrew www.haaretz.co.il and in English www.haaretz.com. Additionally, responsible for the strategic development of the digital platforms of Haaretz.

Deputy Head of the News Department, Haaretz Daily - 2005-2007

Responsible for the daily and the long term planning of the news coverage, front page structure and coaching of senior editors.

News Desk Director, Haaretz Daily - 2002-2005

Responsible for the news section of the newspaper.

News Features Editor, Haaretz Daily - 2001-2002

In charge with the long term planning of the News Department.



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

Zurich

Exact location to be confirmed

REGISTRATION FORM

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

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.
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§ 6 Applicable Law / Place of jurisdiction

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