



WHO IS THIS PROGRAMME DESIGNED FOR?

- Up and coming digital execs looking to enhance their knowledge, who are ready to take the next step in their career path
- Managers looking to complete their knowledge
- Newcomers to the media industry who need a rapid and comprehensive introduction to the digital media business

Launching May 2017. For more information contact:
nicole.frankenhauser@wan-ifra.org

PAYMENT OPTIONS

Individual Non-Member	Individual WAN-IFRA Member	Corporate WAN-IFRA Member
One time user (6 month access)	One time user (6 month access)	One year site license for up to 25 users
10-hours of video instruction	10-hours of video instruction	10-hours of video instruction
Case Studies, Exercises and Quizzes	Case Studies, Exercises and Quizzes	Case Studies, Exercises and Quizzes
Access to webinars and discounts to workshops and events	Access to webinars and discounts to workshops and events	Access to webinars and discounts to workshops and events
Certificate	Certificate	Certificate
€590	€490	Pricing upon request



The World Association of Newspapers and News Publishers, WAN-IFRA, is the global organisation of the world's press. We represent 3,000 news publishing companies in 120 countries worldwide.



THE INDUSTRY'S FIRST ONLINE LEARNING PLATFORM ON DIGITAL REVENUE
MEDIA MANAGEMENT ACCELERATOR

mma.wan-ifra.org

IN A FAST CHANGING INDUSTRY, HOW CAN YOU KEEP UP?

1

Digital Revenue Strategy and Diversification

Trainer: Gregor Waller began his career working in some of Germany's leading media companies, rising to top management positions, and now advises media companies around the world on best practices for implementing a winning digital strategy.

- State of Disruption
- Changing Business Model
- Create Relevant Products
- Managing / Evaluating Products
- Case Study: Die Welt / N24, Germany



GREGOR WALLER
Principal WAN-IFRA
Global Advisory
Consultant

2

Paid Content and Reader Revenue

Trainer: Kalle Jungkvist was a driving force behind Schibsted's successful digital transformation. With over 35 years of experience in the media industry, he now advises companies around the world with WAN-IFRA.

- The Paid Content Landscape
- Construct a Paid Content Offer
- Select a Subscription Model
- How to Measure and Optimise Revenue
- What's next in Paid Content
- Case studies: Amedia, Norway & Aftonbladet, Sweden



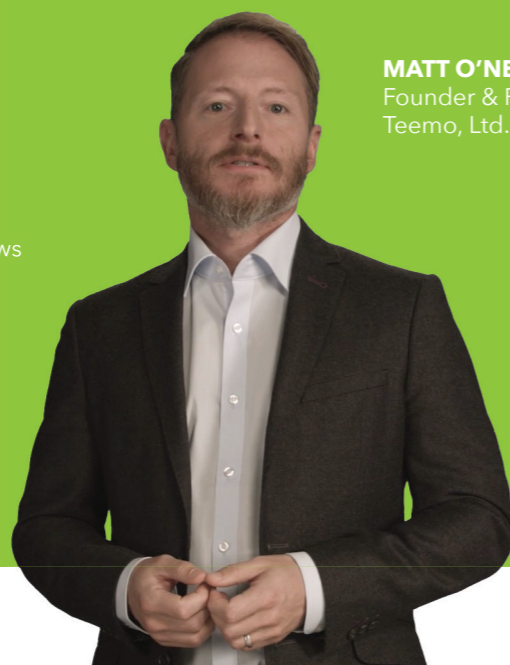
KALLE JUNGKVIST
Senior Advisor
to Schibsted

3

Digital Advertising: Formats and Marketplaces

Trainer: Previously president of AdMonster, Matt O'Neill is heavily in demand at ad tech industry conferences and has a deep understanding of news publisher challenges.

- Evolution of Digital Advertising
- Programmatic Advertising
- Focus on Social and Mobile
- Data Privacy and Ethics
- Choosing Effective Ad Formats
- Case Studies: La Place Media, France



MATT O'NEILL
Founder & Principal
Teemo, Ltd.

JUMPSTART YOUR DIGITAL STRATEGY WITH THE MMA TODAY

4

Digital Advertising: Sales and Execution

Trainer: Peter Lamb is a digital advertising sales guru working with publisher clients in the U.S, U.K. and South Africa. His strong point is highlighting the value of your product and motivating sales teams.

- Global Cases in Digital Advertising
- Understand your Customer's Needs
- Create a Digital Advertising Product
- Build a Winning Team
- Maximise your Advertising Revenue



PETER LAMB
Owner
Lamb Consulting

5

Digital Advertising: Data and Analytics

Trainer: Ben Shaw has transitioned from a role as CTO of a North American, regional news publication to becoming the Director of WAN-IFRA's Global Advisory division. He lives and breathes data and the technology stack around it.

- Measuring Performance
- First Party Data and Adding Value to the Offer
- Big Data in Advertising
- Case Studies: The Economist, U.K. & VG, Norway



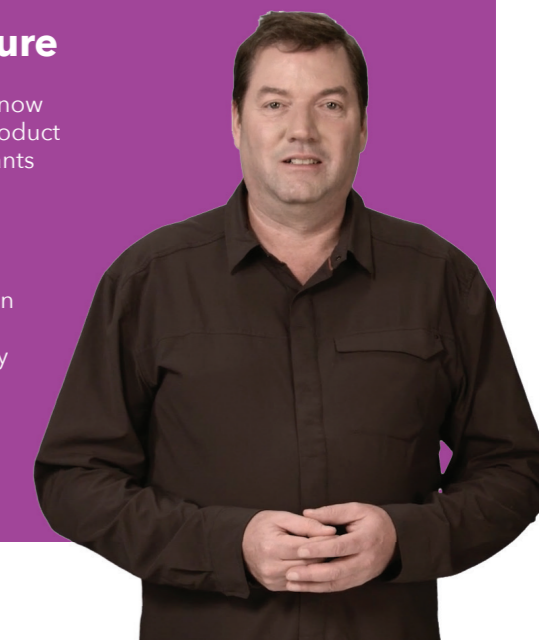
BEN SHAW
Director of WAN-IFRA
Global Advisory

6

Innovation & Integrating Startup Culture

Trainer: Robb Montgomery has a lifetime career in journalism and now leads design-thinking workshops, working with newsrooms and product development teams around the world. He offers the tools participants need to produce new ideas for digital growth.

- Define Innovation
- Understand and Apply Innovation Processes
- Identify Methods that can Sustain Innovation in your Organisation
- Assist in a Cultural Change of Continuous Innovation
- Case Studies: 24sata, Croatia & next media accelerator, Germany



ROBB MONTGOMERY
Founder, Smart Film School