

13th Intl.  
Newsroom  
Summit  
#NRS14

IFRA Expo & Conference  
13-15 October, Amsterdam RAI

# World Publishing Expo 2014

## 13th International Newsroom Summit #NRS14 13-14 October, RAI Forum, Amsterdam (Direct access from Expo Hall 10)



Join leading editors and digital minds at this event for editors and editorial managers. See the changes that are being made to

- Shift newsroom culture,
- Realign staffing and skills so that you can
- Optimise digital engagement and build a loyal audience.

We will share examples of how newsrooms are building loyal, engaged communities with affordable tools – and bring you the latest on what is being done to measure the impact of their journalism. One and a half days at the Summit is a small investment that could yield big ideas.

We have teamed up with the Online News Association (ONA) – the US-based nonprofit membership organisation for digital journalists, connecting journalism, technology and innovation – to bring top digital thinkers to Amsterdam. The ONA will present practical sessions on day two of the conference on metrics – going beyond the pageview – and how to make a story go viral.

### Here are some of the planned sessions:

- How to prevent your newsroom blocking change
- Digital tools: they are free and effective, why aren't you using them?
- Engagement success stories: get, grow and manage civil conversations
- Ethical conundrums in the digital age
- Smart new ways to reach your audience
- Pitch session: how do you make a story go viral?
- Newsroom metrics: moving beyond pageviews

### Times

Mon 13 Oct., 9:45 – 17:30 · Tue 14 Oct., 9:30 – 13:00

## Speakers



Greg Barber,  
Director Digital  
News Projects,  
Washington Post,  
USA



Alison Gow,  
Editor, Digital  
Innovation, Trinity  
Mirror Regionals,  
UK



Marco Bardazzi,  
Digital Editor,  
La Stampa,  
Italy



Didier Hamann,  
Managing Editor  
and General  
Manager, Le Soir,  
Belgium



Trushar Barot,  
Apps Editor,  
BBC World Service  
and Global News,  
UK



Steve Herrmann,  
Editor,  
BBC News Online,  
UK



Peter Barron,  
Director of  
Communications for  
Europe, Middle East  
and Africa, Google



S. Mitra Kalita,  
Ideas Editor,  
Quartz,  
USA



Fergus Bell,  
Social Media and  
UGC editor –  
International, The  
Associated Press, UK



Lisa MacLeod,  
Head of Operations,  
ft.com,  
UK



John Crowley,  
Digital Editor,  
WSJ.com, EMEA,  
UK



Maria Ressa,  
CEO,  
Rappler,  
Philippines



Grig Davidovitz,  
CEO,  
RGB Media Inc,  
Israel



Robyn Tomlin,  
Chief Digital Officer,  
Pew Research  
Center,  
USA



Stijn Debrouwere,  
Fellow,  
Tow Center for  
Digital Journalism,  
USA/Belgium



Frank Volmer,  
Managing Director,  
TMG Landelijke  
Media,  
The Netherlands



Mark Deuze,  
Professor of Media  
Studies, University  
of Amsterdam,  
The Netherlands



Anita Zielina,  
Deputy  
Editor-in-Chief,  
Stern,  
Germany

See full and updated  
programme, information  
and registration on  
[www.wan-ifra.org/nrs14](http://www.wan-ifra.org/nrs14)

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# Practical information

## Venue

Amsterdam RAI  
Holland Complex, Halls 9/10/11  
Europaplein  
NL 1078 GZ  
Amsterdam, The Netherlands  
[www.rai.nl](http://www.rai.nl)

## Opening hours

13-15 October 2014, 9:30-18:00

## Accommodation

RAI Hotel & Travel Service is your personal travel partner in Amsterdam. Find and book your ideal accommodation at [www.wan-ifra.org/expo\\_hotel](http://www.wan-ifra.org/expo_hotel) at special Expo rates.

## Flights to Amsterdam

Air France & KLM is the official carrier for World Publishing Expo 2014. Both airlines offer attractive discounts on a wide range of fares on their worldwide flights. Visit [www.wan-ifra.org/node/115181](http://www.wan-ifra.org/node/115181) for more information.

## Partners



## Get the Media Executive Pass!

Make your visit to the World Publishing Expo even smoother and at the same time enjoy all the events available.



# Your ticket options

Register online at [www.wan-ifra.org/expo\\_ticket](http://www.wan-ifra.org/expo_ticket)

## Expo Visitor Pass

(includes Media Port Open Stages)

Online registration	On-site registration
EUR 59 (Season Ticket)	EUR 99 (Season Ticket)
EUR 29 (Daily Ticket)	EUR 59 (Daily Ticket)

## Strategic Conferences Pass

(includes Expo Season Ticket)

	Members	Non-Members
Newsroom Summit	EUR 890	EUR 1190
Tablet & App Summit	EUR 690	EUR 890
World Printers Forum	EUR 890	EUR 1190

## Media Executive Pass

(includes access to all Conferences + Expo Season Ticket)



WAN-IFRA members	Non-members
EUR 1390	EUR 1990

## Startup Tour

13 October, 17:45 – Visit the innovators of Amsterdam

<b>Seats limited to 40!</b>	EUR 150
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All prices + VAT