

Social Media for News Publishing

4 - 5 October 2012, Singapore

Programme

Day 1: 09:00 – 17:00 hrs.

Day 2: 09:00 – 17:00 hrs.

Sessions

■ Overview

- Learning what social media is about, what is developing, why it is important.

■ Bringing Social Media into Journalism

- How to take all this knowledge and make it into journalism.

■ Utilizing the Readers

- How to invite readers into the newsroom
- Best practices on how comments, blogs & video are used.
- How to use readers as proof readers, analysts, collectors, paper boys & reporters.

■ Future of Media

- What happens if we do not change?
- Examples of Sweden & Europe where changes are not being adapted soon enough.

■ Citizen Journalism

- An example of how journalism will develop, fragmentize and live on - with or without the big media houses.

■ How to create a proactive organization

- How do you cope with an ever-changing web?

Target group

- Reporters or Journalists
- Editors and Online Editors
- New Media Editors
- Social Media Editors
- Publishers
- Management Executives
- Newsroom Managers and Producers who want to get familiar with the new tools for convergent journalism

Introduction

This course provides an insight for the participants on the importance of understanding the concept of social media and how to translate it into journalism. Understanding why social media is important and how to use social media effectively in newsrooms are key fundamentals that will be driven in this workshop.

This 2-days workshop is a fully interactive course with group discussions and Q&As. Over the 2 days, participants will have an in-depth understanding on how to take in all the knowledge of social media and make it into journalism, best practices from all over the world on how they do daily routines in finding news, how to invite readers into the newsrooms and most importantly how readers can be used as proof readers, analysts, collectors, paper boys and reporters.



More information & online registration at:

www.wan-ifra.org/events/social-media-for-news-publishing

Trainer



Emanuel Karlsten is a Swedish journalist. He is one of Sweden's most well-merited online journalist with work with all of the big media houses of Sweden. Today he works as a consulting freelancer developing new media with Scandinavia's largest online newspaper

Aftonbladet.

He is a regular columnist at Sweden's largest morning paper, Dagens Nyheter. In 2012 he was considered Sweden's most influential Social media-expert on Twitter and the 9th most influential Swede. He is an internationally sought-after speaker on Social Media - the digital development of newspapers, and the founder of the citizen journalism-project Ajour.

Fee

2 days: Member: SGD 1,000
Non-Member: SGD 1,300

Fee inclusive: Training materials, coffee breaks and luncheons.

Venue

Newsplex Asia

Nanyang Technological University
Wee Kim Wee School of Communication and Information
Level 1, 31 Nanyang Link
Singapore 637718



For More Information

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Training Manager

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REGISTRATION FORM

Social Media for News Publishing

4 - 5 October 2012, Singapore

Please complete the form and send, email or fax to:

WAN-IFRA Asia Pacific Pte Ltd, 25 International Business Park

#04-110 German Center · Singapore 609916

Phone +65.6562 8445 · E-mail: sivakumaran.veerasamy@wan-ifra.org

First name/s _____

Surname _____

Company _____

Position _____

House no./street _____

City/postal code _____

Country _____

E-Mail _____

Phone _____

Fax _____

First name/s (2nd participant) _____

Surname _____

Company _____

Position _____

E-Mail _____

WAN-IFRA Member Yes No

Fees

Two Days : Member SGD 1,000
 Non Member SGD 1,300

Payment details: (Please select a method of payment)

By cheque. Please make cheque payable to WAN-IFRA Asia Pacific Pte. Ltd. and mail to address above

Please debit my credit card

1 Visa 2 Mastercard

Card No. _____

valid until _____ CVV No. _____ (Last 3 digits printed on the signature strip of reserved card)

Card Holder Name in block capitals _____

Signature _____

By Bank Transfer

(Mandatory: Please indicate invoice number with payment)

A/C Name: WAN-IFRA Asia Pacific Pte. Ltd.

SGD A/C No.: 0-313518-019

Swift Code: CITISGSG

Bank: Citibank Singapore Ltd

Capital Square Branch, 23 Church St. #02-01, Singapore 049481

Total amount payable in SGD _____

Participation fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event.

The contract governing participation in events comes into effect exclusively subject to WAN-IFRA General Conference Conditions, an excerpt of which is produced in the following

Signature ,Stamp _____

Important Note:

Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via email upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interests of the training without notice.

Cancellation & Replacement

Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training.