

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

Kindly
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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

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 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 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

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

Seats limited to 40!	EUR 150
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All prices + VAT