

# Focus on innovation at 10th Newsroom Summit

PARIS, FRANCE / DARMSTADT, GERMANY: Current challenges and new opportunities for news publisher and media companies are on the agenda for the 10th International Newsroom Summit, to be held in Zurich on 9-10 June 2010.



This event, organised by the World Association of Newspapers and News Publishers (WAN-IFRA) and Newsplex, will bring together for the 10th time some of the most innovative news publishing companies from around the world for two days of exchanging ideas and sharing experiences on how to seize new opportunities in a multi platform editorial environment.

Main topics to be covered at the 10th anniversary will be:

- The measurement and management of audience experience and brand value;
- Latest developments and experiences from newsroom transformation projects around the world;
- Paid-for editorial content - the variety of concepts and lessons learned from experiments and implemented strategies;
- Tablet publishing, results beyond the hype and future strategies;
- Journalistic and commercial potential of database journalism and geolocalised content;
- The impact of creative visual journalism on print and digital;
- Strategic management and development of editorial staff and journalistic skills.

The Newsroom summit will be preceded by a one-day strategy workshop on editorial management and reorganisation, and by a guided tour of the new newsroom of the Blick Group of Ringier AG, one of the biggest publishing groups in Europe.

More details of the event will be available soon at <http://www.ifra.com/newsroomsummit>.

For more, visit: <https://www.bizcommunity.com>