



# Are you experienced?

PARIS, FRANCE / DARMSTADT, GERMANY: Most companies have chief officers with various terms in the middle of their titles - "executive," "financial," "information," and so on - but chief "experience" officer? The Washington Post Company's new top-level position might sound as if management has been listening to too much psychedelic rock music, but it's an indication of how seriously the renowned newspaper takes its audience research.



In her new post, Laura Evans is "executive owner of the customer experience," according to her portfolio, and all new products and major changes to existing products at the *Post* require her approval. For most of the past nine years, she has been the Post's chief researcher, and has been responsible for creating company goals and dashboards that have helped lead to year-over-year traffic increases of 25%.

Evans will join the session on audience development entitled, "Reeling in readers and advertisers" at the 64th World Newspaper Congress, 19th World Editors Forum and Info Services Expo 2012, to be held in Kiev, Ukraine, from 2 to 5 September next. The session will also feature John Cruickshank, publisher of the *Toronto Star*, Canada.

The Congress and Forum, organised by the World Association of Newspapers and News Publishers (WAN-IFRA), annually bring together more than 1000 newspaper publishers, chief editors and other senior executives from more than 100 countries. Full details, including the programme and registration information, can be found [here](#).

WAN-IFRA has also launched a Congress and Forum blog, in the run-up to the events, with background information about speakers, the venue, and some of the hot topics to be examined [here](#).

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Alongside the World Newspaper Congress and the World Editors Forum, Info Services Expo 2012 will present innovative solutions from the international suppliers' community. The exhibition offers visitors the opportunity to meet the leading suppliers to the newspaper industry and discover cutting-edge products, services and technologies.

As always, the events are accompanied by an array of social events, gala dinners and lunches and are considered to be the premier opportunity to meet colleagues from around the world.

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