

# Engaging Audiences with Data Journalism



## INTRODUCTION

The Panama Papers showed how Big Data, data analysis and technical project management can deliver journalism with impact, affecting the highest levels of government and society.

Data is playing an ever increasing role not only in in-depth investigations but also in helping audiences understand and engage with complex stories across a range of topics including government, the environment, business, society and sport.

In this course, we will look at cutting edge projects that show the power of data-driven storytelling, and we will start to develop the analytical and visualisation skills necessary to deliver these compelling projects. The course will also give editorial leaders the skills they need to build and manage data teams as well as the planning needed to deliver these high-impact projects.

## COURSE OUTLINE

- Data analysis skills.
- How to create charts, graphs and visualisations.
- Multimedia planning, a new frontier merging big data and video.
- Guidance on how to expand your editorial standards to encompass the use of data.
- How to build a data journalism team.
- Hiring a 'hacker' - how to hire and manage technical teams.
- Planning for multi-platform (print, desktop, mobile and social) data journalism projects.
- How to find stories using data sources in Asia.
- How to clean "dirty data".
- Social strategies to engage audiences with big data projects.
- Case studies from cutting edge data journalism projects around the world and in Asia.



**TRAINER:**  
**KEVIN ANDERSON, FOUNDER & PRINCIPAL, SHIP'S WHEEL MEDIA**  
**FORMER REGIONAL EXECUTIVE EDITOR GANNETT**

Kevin Anderson brings almost 20 years of cutting edge journalism experience to his work. He was a regional executive editor for Gannett Wisconsin Media, overseeing two newsrooms, the Sheboygan Press and HTR Media. Before joining Gannett, he held a number of pioneering positions with news organizations. In 1998, he became the BBC's first online journalist based outside UK, covering the US for its award winning news website. From 2006 to 2010, he worked at The Guardian as its first blogs editor and then as its digital research editor. As digital research editor, he was responsible for monitoring key developments in digital media and evaluating their value to Guardian journalists and audiences.

## TRAINING VENUE

Singapore Press Holdings Ltd  
1000 Toa Payoh North, News Center  
Singapore 318994

## HOTEL ACCOMMODATION

Ramada and Days Hotels Singapore at ZhongShan Park  
18 Ah Hood Road, Singapore 329883

[www.ramada-dayshotelssingapore.com](http://www.ramada-dayshotelssingapore.com)  
[www.wyndhamhotelgroup.com](http://www.wyndhamhotelgroup.com)



## SCHEDULE

Daily: 09:00 – 18:00 hrs

## STANDARD FEE

Member: SGD 800  
Non-member: SGD 1,040  
Fee incl. training materials, coffee breaks & lunch

## ONLINE REGISTRATION

[www.wan-ifra.org/datajournalism](http://www.wan-ifra.org/datajournalism)

## FOR MORE INFORMATION

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## MALAYSIA HRDF

Malaysia registered companies can receive financial assistance to cover training cost incurred from HRDF.

Company can claim the course fee as charge per trainee and other expenses such travel allowances and airfare.

Please check with HRDF for your organisation eligibility/exact claimable amount.

**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 upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interest of the training without notice.

**Cancellation and 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.