

Editorial Analytics for NEW Media



INTRODUCTION

Analytics are one of the most powerful tools journalists, editors and publishers have to understand their audience – and thus optimize their business. They provide a clear signal of when you're doing things that the reader loves – and when you're not. No magazine brand can afford to ignore this kind of deep insights into what our readers really care about.

This course is all about understanding the readers or users – whatever the audience segment your magazine serves. We will dig deep into using analytics as a decision-making and planning tool, rather than just as a crude measure of success and failure.

This two-day course is designed to give writers and editors confidence in handling and using analytics in their day-to-day work, as well as to give them hands-on experience with metrics. It will teach participants how to use metrics to test ideas and stories, and improve their approach to content on the basis of real data gathered from their publication's. And we will even look at ways in which web analytics can help participants produce a better print magazine...

Participants will come away with a tailored plan and agile experimentation for applying analytics to their work.

COURSE OUTLINE

- * Core concepts of analytics
- * How media are developing and using editorial analytics
- * Understanding the key metrics that matter for your business model(s)
- * Using test and learn cycles to improve your traffic and content planning
- * Common mistakes – and how to avoid them
- * Analyzing the effects of social sharing to prove the return of social media activity
- * How to track inbound traffic from Twitter, Facebook and other social platforms
- * Analyzing time patterns and effectiveness
- * and more.....



TRAINER: ADAM TINWORTH, MEDIA CONSULTANT

Adam Tinworth is one of the UK's leading trainers in journalistic analytics, and has more than 12 years' experience in training journalists in social media, SEO and digital journalism.

He is a magazine journalist by background, having worked in magazines for nearly 20 years, before going into full-time digital consultancy. Adam now works as a consultant and trainer in digital journalism, social media and content strategy, and clients have included The Times, Mail Online, The Financial Times, Euromoney Institutional Investor as well as B2B publishers, charities and international brands. He is a visiting lecturer at City, University of London on the journalism MA courses.

TRAINING VENUE

German Center, Singapore
25 International Business Park
Singapore 609916



SCHEDULE

Daily: 09:00 – 18:00 hrs

STANDARD FEE

SGD 800
Fee incl. training materials, coffee breaks & luncheons

REGISTER ONLINE

www.wan-ifra.org/editorialanalytics

FOR MORE INFORMATION

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SKILLSFUTURE SINGAPORE

SkillsFuture Singapore (SSG) provides funding (SDF, absentee payroll, etc.) to encourage employers to upskill their employees.

Interested participants who are Singaporeans and Singapore Permanent Residents will be eligible to apply for a subsidy.

For more information, visit SSG at: www.skillsconnect.gov.sg

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.