

18-19 MAY 2017 · KUALA LUMPUR, MALAYSIA

# Sports Reporting in the Digital Age



Photo: Ozan Kose, AFP

## INTRODUCTION

Sports is a passion and readers are first of all sports fan. Getting people involved is also a key point, no matter if you are doing it through traditional media or social media.

How can media organisations make a difference by building social interaction with the community, or replying on the users' experience to contribute to the economic success of sport news?

This 2-days workshop will contain a variety of exercises which aim to stimulate discussion and debate as well as help participants apply the knowledge to common editorial situations.

## WHO SHOULD ATTEND

Sports Journalist, Reporter | Editor | Writer  
Digital Editor | Design Editor | Photo Editor |  
Media professional working on sporting events and projects.

## COURSE OUTLINE

### 1. World of Digital Sport News

- Examine ways above competitions and results, what's at stake in sport today

### 2. Identify New Sports Stories

- What makes headlines apart from results and competitions
- How to take advantage of your special qualities and make use of your local information

### 3. Use of Visual Tools

- Video, photos, graphics: the future is bright
- How to make previews, reviews more appealing

### 4. Formats, The Contents

- How to respect your media essential core-business while keeping an eye on innovations

### 5. Social Networks

- Examine ways to increase readers engagement and build social interaction with sports fans communities

### 6. Major Sporting Events

- How to organize the coverage of a major sport event away from your base
- Source for what others may not have



## TRAINER: DIDIER LAURAS, HEAD OF GLOBAL SPORTS, AFP

Didier is a graduate of CELSA (Sorbonne University, Paris) and holder of a Master's degree in political science. He began his journalism career as a freelance journalist in Ho Chi Minh City, Vietnam, in 1993. He joined AFP in 1996 as a desk editor in Paris and was sent to the Agency's Kigali bureau in 1997, three years after the Rwandan genocide, he then covered the courts for the General News Department. Didier has spent a large part of his career in Asia, serving as Bureau Chief both in Hanoi (2002 to 2007) and Bangkok (2009 to 2013). After returning to Paris, he served as deputy sports editor and then as Chief Editor for France. He was appointed head of global sport department in August 2015.

## VENUE & HOTEL ACCOMMODATION

### Capri By Fraser, Kuala Lumpur

No 5 Jalan Kerinchi, 59200 KL, Malaysia

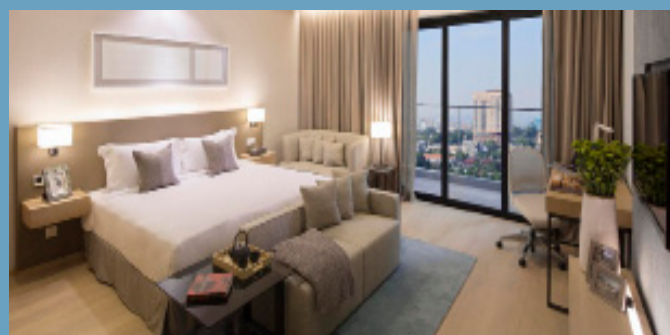
For accommodation room booking:

Contact: Jessie Ooi, Sales Manager

Tel: +603 2386 0800

Email: [jessie.ooi@capribyfraser.com](mailto:jessie.ooi@capribyfraser.com)

[www.capribyfraser.com](http://www.capribyfraser.com)



## COURSE SCHEDULE

Daily: 09:30 – 17:30 hrs

## STANDARD FEE

Member: SGD 1,000

Non-member: SGD 1,300

Fee incl. training materials, coffee breaks & luncheons

## ONLINE REGISTRATION

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

## FOR MORE INFORMATION

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## EARLY BIRD PROMOTION FEE

Register *before 12 April 2017* to enjoy 10% off !

## MALAYSIA HRDF

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

HRDF allowable cost for claims (person/per training):

- Course fee: RM 3000 (RM1300 x 2days)
- Daily allowance: RM 300 (RM150 x 2days)
- Total estimated claimable amount: RM 2900

**Note:** 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.