



INTERNATIONAL NEWSROOM SUMMIT

SPONSORING OPPORTUNITIES

21-23 November | London

events.wan-ifra.org

International Newsroom Summit 2016

WHEN?

21-23 November 2016

WHERE?

Thomson Reuters
Canary Wharf Group
30 S Colonnade
London | E14 5EP
United Kingdom



WHAT'S ON THIS YEAR?

21 November

Tech, Tools & Workflows

The modern newsroom is evolving daily and is becoming a hub for product development.

- How are small, medium and large newsrooms organising themselves?
- How are they transforming their space, their teams and their work processes to meet the multiple challenges of content and product creation and management?
- What tools and approaches are they using?

22 November

Social Platforms Mobile

- How are newsrooms, low budget to pioneering, using 3rd party platforms?
- How are they pushing and marketing content? What formats work best, techniques, tools?
- Bots, artificial intelligence.
- How are newsrooms managing product development and monetising output and activities?
- Social content management.

Best Storytelling for each format to draw Millennials.

23 November

Deep Dive Video

Deep Dive Video strategy needs constant refining and measurement to ensure content is relevant and affordable.

- What's working, how is it being produced, packaged and distributed?
- What skills are needed?
- Is there a market for your content and a space where you can collaborate?

Ideas for shortform and long-form storytelling.

TARGET AUDIENCE

Editors-in-Chief, Managing Editors, Digital Editors, Video Editors
Social Media Editors, Content Officers
Content Distributors, Mobile Editors, Publishers
Managing Directors, General Managers, Senior Managers,
Multimedia Editors, Web Assistant Editors

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SPONSORING OPPORTUNITIES

LOGO	Your company logo on all event marketing materials (print, web, and on-site). Opportunity to distribute company material at the conference (agreement prior to the event required) and 1 entrance ticket included for all three days.	1,500 €* <hr/>
CATERING	Host a coffee-break, lunch or a get-together for all the delegates. Organization and choice of a location in cooperation with WAN-IFRA Your logo will on the brochure with your logo. Small display items are included and one roll-up poster is to be provided by the sponsor. This sponsorship is exclusive. 2 entrance tickets included for all three days.	At sponsor's cost and organization (in cooperation with WAN-IFRA) <hr/>
WATER BOTTLES	Your brand will be visible at all times, especially for those thirsty participants. Production and shipping are the responsibility of the sponsor. 1 entrance ticket included for all three days.	3,000 €* <hr/>
LUCKY DRAW	Offer a lucky draw among the participants. You will be presenting the gift (provided by sponsor) to the lucky draw winner on stage. 1 entrance ticket included for all three days.	3,000 €* <hr/>
TABLE TOP	The chance to exhibit your products and services. 1 high table, 2 chairs for 3 days. Logo sponsorship on all our marketing material 1 entrance ticket included for all three days.	2,500 €* <hr/>
BADGES/ BAGS/ LANYARDS	Sustained brand placement. Your company's badges/bags/lanyards will be handed out to all visitors at the registration desk. Each of these sponsorship is exclusive. Bags and lanyards production to be provided by the sponsor. 1 entrance ticket included for all three days.	3,000 €* <hr/>
DEMO SESSION	Demo individual room for 3 days. 20 min presentation from one of you clients (publisher) as part of the programme. Presentation to be agreed with us. These will take place in main conference room mid-day after lunch. Logo sponsorship on all our marketing material 2 entrance tickets included for all three days.	5,000 €* <hr/>
GOLD SPONSOR	Sponsorship is tailored to your needs. Details to be discussed and agreed upon between the sponsor and event manager. 4 entrance tickets included for all three days.	10,000 €* <hr/>

* non-members pay an additional 25 %

CONTACT US TODAY FOR ALL SPONSORING POSSIBILITIES OR TO RESERVE YOUR OPTION!

Tel. +49.69.240063.253 · virginia.melero@wan-ifra.org

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SPONSORING OPPORTUNITIES

Fill in the sponsoring form and send it to:

WAN-IFRA · Rotfeder-Ring 11 60327 Frankfurt a.M. · Germany · Phone +49.692400630 · virginia.melero@wan-ifra.org

Name _____

Surname _____

Company _____

Position _____

Address _____

Post code, City _____

Country _____

E-mail _____

Telephone _____

Fax _____

WAN-IFRA Member yes no

Sponsoring opportunities

GOLD Sponsor

Demo Session

Exhibition Stand

Lanyards/ Bags/ Badges

Lucky Draw

Catering

Welcome cocktail coffee breaks Lunch

Logo Sponsor

Water Bottles

Payments should meet upon invoice reception and never later than 3 weeks before the event

Signature and stamp

By signing I accept WAN-IFRA Sponsoring opportunities conditions

Payment methods (please select one)

Payment upon invoice reception.

By card

American Express Visa Euro-/Master Card Diners

Card Number

Expiry date CCV

Full name printed in the card _____

Signature and stamp

Please send the invoice to the following address

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