

29-30 March 2012, Madrid - Santiago Bernabeu Stadium

3rd International Sports News Conference

Sport from A to Z to win over audiences and advertisers

Topics include:

- What does the future hold for the relationship between football clubs and the traditional media?
- Media coverage of the 2012 Olympic Games
- Monetise your local sports news
- Using social networks as new content distribution channels
- Extend your brand to stay connected with your community
- General interest newspapers set their sights on sports contents
- Advertising - does sport always prove to be a winner?

www.wan-ifra.org/sportsnews

With the support of:



Put sports news at the heart of your development strategy...

For this 3rd edition, WAN-IFRA has chosen a novel venue with a rich history; the **Santiago Bernabeu Stadium**, home to FC Real Madrid.

In this football temple, participants will have the opportunity to join a guided visit behind the scenes at the club!



2012 is rich in sports events, with two major highlights topping the bill, i.e. the European Football Championship and the Olympic Games. But in a highly competitive environment where numerous players are entering the sports news market, it is only right and proper to consider how the status of sports journalism will develop. Do the restrictions imposed on a journalist when covering a sports events endanger his work? How can newspaper groups adapt themselves to confront the direct relationship established by the clubs/players with their communities?

WAN-IFRA has drawn up a programme of excellence for Thursday 29 and Friday 30 March that will bring together examples of best practice for ensuring that your brand will stand out, gain the loyalty of a much sought-after audience and attract new advertisers.

Topics on the agenda:

- Community sports journalism
- Local and regional sports news
- Sports journalists' right to information
- Development and diversification strategies
- Advertisers and sports

This event is intended for...

...CEO's, managing editors, sport chiefs editors, marketing managers, sport editors, business development managers, desk heads from national daily newspapers, sports newspapers, regional daily newspapers, pureplayers, magazines, etc.

Chairman:

Claude DROUSSENT, CEO, Malt and former newsroom manager at L'Equipe.

Olivier BOURGEOIS, General manager WAN-IFRA SWE.

PROGRAMME*:

Day 1 - Thursday 29 March 2012

9.00 Welcome participants and coffee

9.30 Opening comments

> 9.45-10.30 / The international community of sports media

New players, new competitors, innovations, disappointments, outlook on the development of sports news in 2011-2012.

By **Matt KELLY**, Publisher, **Mirror Group Digital** (United Kingdom).

> 10.30-11.15 / The targeted strategy of a general interest national daily newspaper

In correlation with its readers and their expectations, Le Figaro has defined golf as one of the main aspects of its development strategy. Greater editorial coverage in the print edition, a dedicated website with premium content, iPhone and iPad applications, organisation of events, Le Figaro aims to become the prime media reference for golf in France.

By **Laurent LOUET**, Chief sports editor at **Le Figaro.fr** and manager of **Sport24.com** (France).

11.15-11.45: Coffee break - Networking

> 11.45-12.45 / Social networks and sports news

How is it possible to use social networks to distribute content and gain reader loyalty? How can you build a relationship with your fans, secure their loyalty to your brand and attract visitor traffic to your site? A review of relevant and original initiatives used on Facebook or Twitter. The speaker will also present the new dedicated sports platforms of the social media that will in future compete against Facebook and grant their owner greater autonomy.

By **Cyrille FRANK**, **WAN-IFRA** Consultant (France).

> 12.45-13.00 / Case study - How did Cristiano Ronaldo become the world's most popular sports personality on Facebook?

By **Claude DROUSSENT**, CEO, **Malt** (France).

13.00-14.30: Lunch at Santiago Bernabeu

> 14.30-15.15 / Yahoo! Sport digital strategy

To be confirmed.

> 15.15-16.00 / Developing new competencies: the case of the pure player, SportYou

SportYou is an all-digital Spanish daily sports newspaper that combines an attractive design, videos, social networks and influential bloggers. But, with the aim of strengthening its business model, SportYou has diversified into the development of smartphone and digital tablet applications. Its teams of developers are behind the Liga BBVA (the Spanish football league) application that has been a major success.

By **SportYou** (Spain). *Speaker to be confirmed.*

16.00-16.30: Coffee break - Networking

> 16.30-17.15 / Knowing how to diversify, that's sport!

A leading daily sports newspaper, Marca has also successfully "converted the try" in its diversification activities. From opening a restaurant to creating animated cartoons on football, establishing a school of communication and sports journalism, Marca constantly reinvents itself in order to maintain its relationship with its readers and develop

new business opportunities.

By **Juan HEVIA-AZA**, Marketing Manager, **Marca** (Spain).

> 17.15-18.00 / Local and regional sports news sites - A new business model?

Experiences from a Polish publishing company who created local sites on sports sections in 6 cities.

Extension of a national brand, share features (scoreboards, stats, livescores), trainings for editors on social medias and digital make this operation a success in traffic and sponsorship deals.

By **Marcin GADZINSKI**, Head of development, **Sport.pl/Gazeta Wyborcza** (Poland).

Day 2 - Friday 30 March 2012

> 9.30-10.15 / How traditional media can work collaboratively with football clubs?

Football clubs and indeed individual players are using services like Twitter to reach their fans directly and almost instantly, without the intervention of journalists, or the delay which is needed to produce and distribute a printed product.

Whilst all this is happening, what is the role of traditional media and how does it need to change? We know that paid for circulations are difficult to grow and even the websites set up by newspapers are not growing at the rates they used to. So against that backdrop how does a Premiership football club, like Norwich City view their relationship with local, traditional media?

By **Stephan PHILLIPS**, Board member, **Norwich City Football Club** (United Kingdom).

> 10.15-11.00 / Has sports information become a commodity?

How sports organisers impose unacceptable conditions on news coverage of sports events to drive readers away from mainstream media.

By **Andrew MOGER**, Executive Director, **News Media Coalition** (Belgium).

11.00-11.30: Coffee break - Networking

> 11.30 -12.15 / London calling: Covering a home Olympic Games in digital and print

The Olympic Games is always the most complex event that a sports editor has to report on. Covering a home games on multiple platforms and devices in an age of fractured media is the biggest challenge many journalists will face in their career. This talk will cover planning the games, how non-rights holders can maintain a voice in a converged age, how to differentiate web, mobile and print.

By **Ben CLISSITT**, Head of sport, **Telegraph Media Group** (UK).

> 12.15-13.00 / How creating strong relationship between media and sports brands on the editorial side?

By **Dan CONNOLLY**, Sport Public Relations Director, **Havas Sports & Entertainment** (United Kingdom).

13.00: Concluding cocktail lunch following by a stadium guided tour

15.00: End of WAN-IFRA service.

Practical informations:

Conference venue:

Santiago Bernabéu stadium - Real Madrid FC

Avenida de Concha Espina, 1,

28036 Madrid

Phone: +34 913 98 43 00

Access:

The Santiago Bernabéu is located near of the Plaza de Castilla, in the district of Chamartín.

Subway line 10 - Station "Santiago Bernabeu"

Access map is available on www.wan-ifra.org/sportsnews

Schedule:

Thursday 29 March 2012: From 9.30 to 18.00

Friday 30 March 2012: From 9.30 to 13.00 following by a concluding cocktail lunch and a Bernabeu stadium guided tour.

Registration fees:

• WAN-IFRA member: **€ 690**

• Non member: **€ 890**

Third registration from same company free of charge!

Conference fees include participation in the conference, lunches, refreshments during breaks, translations, stadium tour.

Hotel accomodation:

Special rates negociated by WAN-IFRA in 3 hotels of Madrid.

But please note that reservations and prices are available **until next 24th February 2012.**

Hotel Holiday Inn****

- Single room: € 140 + 8 % VAT (including breakfast)

- Double room: € 160 + 8 % VAT (including breakfast)

Hotel AC Cuzco-Marriott****

- Single room: € 120 + 8 % VAT (including breakfast)

- Double room: € 132 + 8 % VAT (including breakfast)

Hotel AC Aitana-Marriott****

- Single room: € 130 + 8 % VAT (including breakfast)

- Double room: € 140 + 8 % VAT (including breakfast)

Please note that this hotel will not be able to guarantee rooms or rates after the date of 10 February.

More informations on the event website:

www.wan-ifra.org/sportsnews

Languages:

Simultaneous translation of the conference will be provided into the English, Spanish and French languages.

Cancellation:

Cancellations will be accepted (less 10% administration charge) up to ten days before the conference (19 March 2012). Any cancellations received thereafter will not be refunded. Substitutions can be made at any time, but we ask that you notify us in this case.

** This programme is subject to change depending on the availability of each speaker.*

Your contact:

Sandrine PROTON

Events manager WAN-IFRA SWE

Email : sandrine.proton@wan-ifra.org

3rd International Sports News Conference

29 & 30 March 2012, Madrid - Santiago Bernabeu Stadium

Registration form:

Please copy and complete the form and send or fax to:

WAN-IFRA SWE · 66, Cours Charlemagne · 69002 Lyon, France · Tel. + 33 (0)4 72 77 05 95 · Fax + 33 (0)4 88 67 98 23 · sandrine.proton@wan-ifra.org

Informations about your company:

Company: _____

Street: _____

Postal code and city: _____

Country: _____

Phone number: _____

VAT number: _____

WAN-IFRA member : Yes No

Registrations of the following persons:

1/ Last and first name: _____

Position: _____

E-mail : _____

2/ Last and first name: _____

Position: _____

E-mail : _____

3/ Last and first name: _____

Position: _____

E-mail : _____

FREE

Participation fees for the conference:

WAN-IFRA member: **€ 690**

No member: **€ 890**

FREE REGISTRATION
for the 3rd participant from same company

Included in the fees are participation to conferences, lunches, coffee breaks, translations into English, Spanish and French, Bernabeu stadium guided tour, etc.

French VAT (19,6%) is due if your company doesn't have a VAT number.

Payment details (please select a method of payment):

Bank transfer _____ € to the account of WAN-IFRA SWE, HSBC Lyon Bourse / Code banque n° 30056 Guichet n° 00170, account n° 0170 201 1244 - 53 IBAN: FR76 3005 6001 7001 7020 1124 453 Swift: CCFRFRPP

By check made to WAN-IFRA SWE _____ €

The participation fee becomes due immediately upon receipt of the invoice.

The contract governing participation in events comes into effect exclusively subject to the WAN-IFRA General Conference Conditions, an excerpt of which is reproduced in the following.

Name and signature:

Excerpt from the WAN-IFRA General Conference Conditions:

§ 1 Registration, Fees, and Payment Due

1.1 Registration for events must be in writing.

1.2 WAN-IFRA will confirm registration to the participant in writing.

1.3 Payment of the registration fee becomes due upon receipt of the invoice.

§ 2 Cancellation, Withdrawal from the Contract by the Customer

2.1 Cancellation is possible in writing and will be accepted up to ten days before the conference starts. A non-refundable handling fee of 10% will become due in this case. We regret that we will be compelled to retain the full participation fee for cancellations after this time.

2.2 It is possible at all times to send a "substitute participant" on condition that WAN-IFRA Events is informed accordingly in writing in advance, stating the name of the substitute person.start of the event.

§ 3 Cancellation of Events

3.1 WAN-IFRA can cancel the event for an important reason, especially in case of too few participants, cancellation or illness of a speaker, hotel closure or Act of God.

3.2 In case of too few participants, cancellation can be up to 3 weeks before the start of the event.

3.3 In all other cases of cancellation due to an important reason as well as in the event of necessary programme changes, WAN-IFRA will notify the participants as far in advance as possible.

3.4 In the unlikely case that an event must be cancelled, any paid registration fees will be reimbursed.