



Virtual Events Plan
September-December 2020

The worldwide disruption caused by the COVID-19 pandemic has resulted in numerous impacts with lockdowns and other measures stifling most business activities on a colossal scale. In effect, in-person events, summits and conferences for the rest of 2020 have been cancelled or postponed, escalating the uncertainties of the future.

Due to this, WAN-IFRA has intensified our digital platform to keep our community engine running. Carefully organised virtual meetings are now made much more available as we continue to provide the expertise and services for the many news organisations, technology enterprises and trade bodies around the world. This reaffirms WAN-IFRA's commitment to addressing the continuity of the critical mission of the press and ways to operate our businesses to the best of our ability under present circumstances.

Following the success of our World Media Leaders eSummit, Asian Media Leaders eSummit and LATAM Media Leaders eSummit, the remaining WAN-IFRA events for 2020 will all go virtual.

“We had a great experience joining WAN-IFRA in hosting a webinar session on their World Media Leaders eSummit in June. It was very professionally organized and executed, and enabled us to reach out to an important audience for us, in which we have received great feedback on!”

***Bettina Isabelle Berntsen
Marketing Manager
FotoWare, Norway***

WAN-IFRA Virtual Events 2020



- September
- October
- November

WAN-IFRA Virtual Events 2020

SEPTEMBER:

Digital Media Africa

8-9 September · South Africa

A vibrant community with a fast-growing digital media landscape is meeting for the fourth time – this time virtually! It will combine local cases with international success stories.

Indian Media Leaders eSummit

21-22 September · India

The new initiative from WAN-IFRA will bring together editors, business heads and other leaders from across print and digital function to discuss where the news media business is heading to, what are the challenges of journalism and of monetisation in the new order.

WAN-IFRA India 2020 Printing Summit

23-24 September · India

WAN-IFRA's India first virtual Printing Summit. The must-attend event: adapting to the new normal.

OCTOBER:

Reader Revenue eSummit France

2 October · France

Our regional Reader Revenue eSummit address specific local market challenges, showcase the best local initiatives, present a platform for networking among CEOs, editors and marketers responsible for going a paying digital readership and utilise WAN-IFRA's expertise and connections to bring in best practice from around the world.

World Printers Summit

6-8 October · Germany

In our first ever virtual World Printers Summit we provide a knowledge sharing and connection platform for publishers, production and technical directors. There they can discuss with suppliers their requirements for newsprint, materials and other consumables. They can hear about new business opportunities as well as new technology.

Digital Media Asia

13-15 October · Singapore

Asia's largest digital media conference for news publishers addressing Digital Revenue & Technology – marketing, advertising and subscriptions.

Newsroom Summit

20-21 October · Germany

The Newsroom Summit turns into the Newsroom Virtual Workshop on 20/21 October 2020. The focus of the event continues to be on editorial strategies for creating premium content and ways to drive editorial growth.

NOVEMBER:

WAN-IFRA Middle East

3-5 November · UAE

WAN-IFRA Middle East features international and regional experts who share the critical issues facing news publishers. It focuses on key topics including advertising, innovations in newsrooms and print.

Digital Media Europe

10-12 November · Austria

Join us for the best in Subscription Marketing and Premium Advertising expertise. We're committed to continuing the Digital Media Europe conference tradition — bringing together the brightest media minds all around the world together!

Digital Media Latam

16-18 November · Mexico

Join us at Latin America's leading conference newest edition, that will tackle the news industry's major shifts and trends to provide participants with the necessary tools and inspiration to plan better strategies for their media outlets' businesses amongst the most brilliant minds in the Latin American industry.

Sponsor a WAN-IFRA Virtual Event!

WAN-IFRA's growing worldwide online reach spread around our social media channels, newsletters and membership, gives you access to a privileged audience. Our eSummits will be marketed heavily, and that includes the marketing of your brand too!

An overview of Sponsorship Opportunities for all Virtual Events.

Platinum Sponsor

Platinum level sponsorship offers the sponsoring company the highest level of visibility. Contact us today to customize your sponsorship!

Hosted Session

Host your own session. Submit a relevant, educational topic, provide your own expert speaker and work closely with our staff to get your session up and running. Session is part of the official event programme. Topic is subject to approval from WAN-IFRA.

Session Sponsor

Be the official Session Sponsor of one of the scheduled webinars. Be featured on the event programme “Session brought to you by...(your company name)”. A short pre-recorded video by your company on why you are sponsoring the session will be played at the beginning of the session.

“Sponsoring a WAN-IFRA webinar was a huge win for Crowdynews. Working together, we created a webinar that attracted 300+ registrants. A great team whom we look forward to partnering with again in the future.”

Sue LeClaire
Regional Marketing Manager
Crowdynews, Netherlands

**If you would like to become a sponsor and receive more details on
sponsorship entitlements & rates, please reach out to:**

Maria Belém

Head of Sales

maria.belem@wan-ifra.org

+49.175.1214.108