



*Innovation and the Market: Understanding Users, Delivering Value & Growing Revenue in the Networked Age

A 5-day seminar & study visit for newsroom decision-makers
Preston, Liverpool & Manchester, UK: 12-16 May 2009

This much is clear: today's newsroom decision-makers need to innovate if they are to thrive tomorrow. Against a backdrop of the general economic slump, traditional media managers are compelled to adapt their operations to meet shifts in customer expectations driven along by constant changes in technology, which also embolden new and existing competitors. The result: there has never been a greater need for motivated leaders with a thorough knowledge of the opportunities of the digital age, as well as the capacity - and confidence - to mobilise creative teams and deliver results. This five-day seminar - which includes an applied workshop with Hitwise research director in Trinity Mirror's cutting-edge integrated newsroom in Liverpool and participation in key sessions of the 2009 Social Media Technology Summit in Manchester - aims to equip newsroom leaders to do just that.

Who should attend?

This intensive residential seminar in Preston and study visit to Liverpool is aimed at key newsroom staff - editors and senior journalists charged with helping to lead innovation in multimedia operations.

What will you learn?

Through an inventive combination of presentations, workshops and in-depth investigation of specially-commissioned case studies, this seminar sets out to address the challenge that media companies face to grow their businesses deliver value to audiences and commercial customers in the Networked Age.

Topics includes

- An update on the forces shaping our industry and an outline of the trends - and the opportunities ahead
- Practical approaches to delivering value to discerning audiences and commercial customers. - moving from a producer-driven to a user-driven approach to journalism

- A critical review of the strategic disciplines of service marketing: the user orientation, marketing research, business definition, segmentation, and targeting
- Identifying and analysing media trends and audiences in a networked context using methodology drawn from the **Newspaper Next 2.0** project.
- What drives social networks and how can we engage and contribute to networked communities
- Advanced understanding of web measurement and practical search tools
- A review of business modules for online media and practical framework for building newsroom innovation.
- One-day hands-on workshop in the Trinity Mirror Northwest & North Wales newsroom on how to use cutting-edge market intelligence to identify new opportunities to deliver customer value with **Mark Dicknson, Robin Goad Alison Gow & François Nel**

Discussion Leaders

- Jeanne Hill is an international marketing and advertising expert and the Principal Lecturer in Marketing at the Lancashire Business School.
- Robin Goad is Director for Research for the online market intelligence company, [Hitwise](http://Hitwise.com), and an expert in audience measurement.
- Patrick Altoft is Managing Partner at Branded3, a Leeds based full service digital agency specialising in search engine optimisation and social media marketing.
- Mark Dickinson is business development director for *Trinity Mirror* North West & North Wales.
- Alison Gow, executive editor: digital for the Liverpool Daily Post & Liverpool Echo. Gow blogs at Headline & Deadlines.
- François Nel is founding director of the Journalism Leaders Programme and researches online business models.
- ***Rachel O'Connell is VP People Networks and Chief Security Officer at Bebo.com
- ***Roland Harwood is Director of Nesta Connect, responsible for delivering the strategic aim of making the UK the most networked economy by 2012.
- ***Tom Ilube is considered to be one of the most influential people shaping the way business and society prepare for the Semantic Web. Ilube recently presented at Davos, and is advised by Tim Berners-Lee. Tom is CEO of Garlik.

Also included in the schedule are:

- The 12th Journalism Leaders Forum & networking reception
- The opportunity to participate in a meeting and discussion with members of the Digital Editors Network, convened by Nick Turner of Cumbria Newspapers:
- Participation in key sessions of the **** FutureSonic 2009 & Social Technology Summit** in Manchester.

After this seminar, participants will be able to apply 'a digital mindset' to the challenges facing organizations - and individuals - who aim to deliver competitive editorial strategies that embrace the opportunities on offer in a constantly-changing, multi-media context.

When and where? This seminar programme will play out in three cities clustered within 45 minutes of each other in England's northwest. We will kick off in Preston, a centre for excellence in digital media research and development. The third will include a day-trip to Liverpool and on the afternoon of the fourth day, we will move to Manchester where we will join some key session of the Social Technology Summit.

Fees are £750 for UK & EU nationals and £1054 for international participants, excludes accommodation and transport.

How to register?

Return the downloadable registration form posted on our website, where there is also information about our suite of academic courses <http://ukjournalism.co.uk/jleaders>

* This seminar forms part of the module JN4054 Journalism and the Market

** Sessions in conjunction with Futuresonic & the Social Technology Summit 2009.

"We have been hugely impressed by the structure and content of the programme. All our delegates feel they are now much better equipped to tackle the challenges they face in leading the development of our newsrooms, thanks to what they have learnt in Preston."

Neil Benson, Editorial Director, Trinity Mirror Regionals

Sunday 11/03/09	Monday 12/03	Tuesday 13/03	Wednesday 14/03	Thursday 15/03	Friday 16/03
<p>Afternoon</p> <p>Arrival in Preston</p> <p>18:00 Team drinks reception in the Cafe Bar at the Legacy Preston International Hotel</p>	<p>08:30 Coffee</p> <p>09:00 Welcome</p> <p>09:30 Outlining the Challenges:</p> <p>11:00 Break</p> <p>11:30 Marketing Myopia - Jeanne Hill</p> <p>13:00 Lunch</p> <p>14:00 The Marketing Mindset – JH</p> <p>15:30 Break</p> <p>16:00 Where's the money? Examining online business models, issues & trends</p> <p>- François Nel</p> <p>17:15 Check Out</p> <p>Evening: Private Preparation</p>	<p>08:30 Coffee</p> <p>09:00 Check In</p> <p>09:15 Developing a step-by-step process that newspaper organizations can use to see and seize growth opportunities in their markets - FN</p> <p>11:00 Break</p> <p>11:30 Develop a strategic framework ("N2 Game Plan") to guide the diversification process and point out some of the best places to start - FN</p> <p>13:00 Lunch</p> <p>14:00 Digital Editors Network</p> <ul style="list-style-type: none"> ▪ Robin Goad, presents Hitwise UK Whitepaper on User Generated Content ▪ Patrick Altoft, Managing Partner at Branded3, presents the role of search engine optimisation in social media marketing. <p>17:15 Networking Reception & exhibition launch, "History of Journalism at UCLan", Greenbank Foyer</p> <p>18:00 12th Journalism Leaders Forum – <i>Journalism Past/Present/Future</i></p>	<p>0845 Meet at Preston Rail Station</p> <p>09:04 Depart</p> <p>10:02 Arrive Liverpool Lime Street & transfer to TM Northwest offices.</p> <p>10:30 Road-testing the Newspaper Next Innovation Method - an Applied Workshop in the Trinity Mirror Northwest Newsroom</p> <p>Welcome and defining the challenge: "Show me the Money!" - Mark Dickinson, business development manager.</p> <p>Tour of news integrated newsroom operation - Alison Glow, executive editor, digital</p> <p>Mapping the audience landscape – with Robin Goad. Hitwise UK</p> <p>17:15 Check Out</p> <p>Evening: Optional drinks at The Cavern Club on Matthew Street, a legendary Beatles hangout:</p>	<p>08:30 Coffee</p> <p>09:00 Managing the Customer Experience - Jeanne Hill</p> <p>10:30 Break</p> <p>Managing the Brand Experience - Jeanne Hill</p> <p>12:00 Transfer to Manchester</p> <p>14:00 <i>Participation in key sessions of Futuresonic & Social Technology Summit 2009</i></p> <p><i>Featured speakers include</i></p> <ul style="list-style-type: none"> ▪ Rachel O'Connell is VP People Networks and Chief Security Officer at Bebo.com ▪ Roland Harwood Director of Nesta Connect, responsible for delivering the strategic aim of making the UK the most networked economy by 2012. <p>Evening: Team drinks and optional participation in Futresonic festival events.</p>	<p>09:00 Reflections: The implications of social media on the journalism market - FN</p> <p>10:10. <i>Social Technology Summit 2009. Keynote speakers include:</i></p> <ul style="list-style-type: none"> ▪ Adam Greenfield, a leading writer and thinker on ubiquitous computing and the internet of things, who has now works with Nokia, .reflects on cities of tomorrow which are presented as dynamic evolutionary organisms. <p>13:00 Working lunch & Check Out</p> <p>14:00 Optional</p> <p><i>Tom Ilube, considered one of the most influential people shaping the way business and society prepare for the Semantic Web. Ilube recently presented at Davos, and is advised by Tim Berners-Lee</i></p> <p>Participants may choose to continue participation in the Summit, which finishes runs through Saturday, 17/03 :</p>

* Earn something extra

Seminar participants who choose to join in an additional series of 9 weekly online discussions and complete two applied projects can earn a university certificate for the module *JN4050 Creating Effective Content*.

You can then build your skill set and your CV by completing two more applied modules – an advanced seminar on strategy, leadership and change management and an in-depth look at the e-commerce strategies that is deliver results at some of world's most successful media companies – and earn a Post Graduate Certificate in Journalism Leadership.

Further options include working towards a Postgraduate Diploma (6 modules) or the Master of Arts in Journalism Leadership (9 modules).

Computer & internet access

You will have access to the Internet from your hotel and on campus, where you will be able to log in from your own laptop or use a university laptop.

Dress: Comfortable.

In association with:



Accommodation & Transport

Preston. The Legacy Hotel is very conveniently located and offers a special UCLAN rate

<http://www.legacy-hotels.co.uk/>.

Manchester. The Thistle has a special FutureSonic rate:

<http://www.futuresonic.com/VisitorInformation>

Getting to and around Preston is easy. Trains run directly from Manchester Airport and London:

<http://www.trainline.com>.

For city and campus maps see:

<http://www.uclan.ac.uk/guide2/maps/findus.htm>

Questions? Visit our programme website – www.ukujournalism.org/jleaders – or contact the programme director François Nel, who is happy to answer questions about this seminar, or to find about how our custom training options FPNel@uclan.ac.uk / +44 (0)1772 894730



"This is purely a programme that is tailored for your development and allows you to progress within the company and benefit the company you're in ... It's been brilliant."

– Alison Gow, then Deputy Editor, Liverpool Daily Post, now Executive Editor, digital, Liverpool Echo & Liverpool Daily Post