



*Multimedia Content: making it, managing it and mobilising it – a five-day seminar and study visit for editors Preston and Birmingham, UK: 2nd – 6th February 2009

There's little doubt: today's newsroom decision-makers face unprecedented demands. 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 a study visit to Trinity Mirror Midlands' new cutting-edge integrated newsroom in Birmingham - aims to equip forward-looking newsroom leaders to do just that.

Who should attend?

This intensive residential seminar in Preston and study visit to Birmingham 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 leading integrated multimedia teams that build content of value to audiences and commercial customers.

Content 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

- What drives social networks and how can we engage and contribute to networked communities
- Digital skills master classes that give experienced journalists an understanding of the latest new media tools, including mobile
- Designing newsroom processes that support new ways of working across print, online and mobile

Also included in the schedule are:

- The **11th Journalism Leaders Forum** & networking reception, chaired by Kevin Anderson, blogs editor of The Guardian: <http://journalismleadersforum.blogspot.com>
- The opportunity to participate in a meeting and discussion with members of the **Digital Editors Network**, convened by Nick Turner, of Cumbria Newspapers: <http://digitaleditorsnetwork.blogspot.com>

* This seminar is a requirement for the module JN4050 Creating Effective Content.

Discussion Leaders

- **Kevin Anderson** is Blogs Editor for The Guardian and will chair the 11th Journalism Leaders Forum.
- **Suw Charman-Anderson** is a social software expert specialising in the use of Web 2.0 tools in business.
- **Mark Comerford** established Europe's first online newspaper in 1994 and continues to teach and consult internationally.
- **Andy Dickinson** is an authority on multimedia production and author of the highly-rated blog <http://www.andydickinson.net/>
- **Alison Gow** is deputy editor of the innovative *Liverpool Daily Post*.
- **Mac McCarthy** is a management development consultant and on the faculty of the highly-rated Lancashire Business School.
- **François Nel** is a digital media specialist and educator with experience in the US, South Africa and the UK. He is the founding director of the Journalism Leaders Programme.
- **Marc Reeves** is the editor and **Joanna Geary** is the development editor of the Birmingham Post.

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, highly competitive multimedia context.

When and where?

This seminar runs in from 2nd to 6th February 2009, with the first four days offered in Preston, home to England's longest running journalism course and a centre for excellence in digital media research and development. On the final day, Friday, 6th Feb, Birmingham Post Editor Marc Reeves and Development Editor Joanna Geary will host a study visit to the new integrated newsroom of Trinity Mirror's BPM Media, which also produces the Birmingham Mail and Sunday Mercury.

Who will lead the discussions?

Our international team of tutors provide concentrated instruction and personal coaching. Our resident tutors include distinguished professionals, scholars and master teachers who bring special expertise to every session.

Each module also includes visiting discussion leaders, such as the Liverpool Daily Post's Alison Gow, The Guardian's Kevin Anderson and social media expert Suw Charman-Anderson, who step out of their offices to engage with you in-person and online.

Fees

Fees are £750 for UK & EU nationals and £1038 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>

"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 01/02/09	Monday 02/02	Tuesday 03/02	Wednesday 04/02	Thursday 05/02	Friday 06/02
<p>18:00 – Welcome Drinks Reception in Café Bar, Legacy Preston International Hotel</p> <p>Evening: Private Preparation</p>	<p>08:30 Coffee</p> <p>09:00 Welcome</p> <p>09:15 Redefining Consumer Relationships: the issues for newsrooms – François Nel</p> <p>11:00 Break</p> <p>11:30 Creativity: the critical challenge for competitive industries – Mac McCarthy</p> <p>13:00 Lunch</p> <p>14:00 Leading Creative Teams – MMcC</p> <p>15:30 Break</p> <p>16:00 Digital Skills 1 & Group Project Brief – Mark Comerford & FN</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 Content Master Class 1: Cross Platform Conversations – FN</p> <p>11:00 Break</p> <p>11:30 Content Master Class 2: Alison Gow on how the Liverpool Post engages business communities</p> <p>13:00 Lunch with Digital Editor Network members</p> <p>14:00 DEN – Digital Archives: cash cow or cultural good? British Library</p> <p>15:30 Break</p> <p>16:00 Update from the Digital Front: – Alison Gow on company-wide collaboration on the financial crisis – Kevin Anderson on what <i>The Guardian's</i> use of social media during the US election campaign. – Chris Berry on the growth of TheBusinessDesk.com</p> <p>17:15 Networking Reception</p> <p>18:00-19:15</p> <p>11th Journalism Leaders Forum</p>	<p>08:30 Coffee</p> <p>09:00 Check In</p> <p>09:15 Social Media Tools & Techniques 1 – Suw Charman</p> <p>11:00 Break</p> <p>11:30 Social Media Tools & Techniques 2 – SC</p> <p>13:00 Lunch</p> <p>14:00 Digital Skills 2: new tools for gathering multimedia content – MC</p> <p>15:30 Break</p> <p>16:00 Digital Skills 3 & Briefing for Newsday Workshop – MC & FN</p> <p>17:15 Check Out</p> <p>Evening: Group Consumer Research Activity</p>	<p>08:30 Coffee</p> <p>09:00 Check In</p> <p>09:30 Digital Skills 4: constructing integrated multimedia packages – MC</p> <p>11:00 Break</p> <p>11:30 Newsday Workshop: building coherent crossplatform conversations – FN</p> <p>13:00 Lunch</p> <p>14:00 Presentation Preparation</p> <p>15:00 Group Project Presentations</p> <p>16:00 Break</p> <p>16:15 Issues in Implementing Integrated Newsroom Strategies – FN</p> <p>17:15 Check Out</p> <p>19:00 Team Dinner</p>	<p>08:45 Meet at Preston Train Station</p> <p>09:17 Depart for Birmingham</p> <p>10:55 Arrive Birmingham and transfer to Fort Dunlop</p> <p>11:30 Introduction to Trinity Mirror Midlands & newsroom tour</p> <p>13:00 Working lunch & discussion with key editorial staff</p> <p>14:00 Check Out</p> <p>14:30 Departure*</p> <p><i>* Please plan any departures from Birmingham New Street Station for after 3:15pm</i></p>

* Earn something extra

Seminar participants who choose to join in an additional series of 9 weekly online discussions and complete two applied projects are eligible to 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 delivering 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.

Accommodation & Transport

The new Legacy Preston International Hotel is very conveniently located across from our campus and offers a special rate for course participants: <http://www.legacy-hotels.co.uk/>

Getting to and around Preston is easy. For trains direct from London or Manchester airports see: <http://www.trainline.com>

For a campus map see: <http://www.uclan.ac.uk/guide2/maps/findus.htm>

Questions? Please see our programme website – www.ukujournalism.org/jleaders – or contact the director François Nel, who is happy to answer questions about this seminar, or to discuss how we can help you build a learning programme tailored specifically to your needs: FPNel@uclan.ac.uk



“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, Deputy Editor, Liverpool Daily Post