



Newsroom Leadership in the Digital Age* Preston, UK: 6-10 October 2008

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

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. During this seminar, the Journalism Leaders team - credited with driving innovation in organisations across the UK and elsewhere - aims to equip key newsroom decision-makers to do just that.

Who should attend?

This intensive five-day residential seminar in Preston 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 of developing appropriate strategies to take advantage of the opportunities that new technologies offer traditional media organisations to build compelling content and extend their research.

Content includes

- An update on the forces shaping our industry and an outline of the trends and opportunities
- Developing successful strategies: in-depth case studies of best practice worldwide
- Digital skills master classes will give experienced journalists a

thorough understanding of the key new media tools that drive innovative digital operations.

- Devise practical strategies to motivate creative teams.
- Tactics for living with constant change that will benefit your organisation, your team and you.

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 five-day seminar runs from 6-10 October 2008 and is offered by the Journalism Leadership Programme at in Preston, home to England's longest running journalism course and a centre for excellence in digital media research and development.

Transport Getting to and around Preston is easy. Details at: <http://www.uclan.ac.uk/guide2/maps/findus.htm>

Discussion Leaders

- **Mark Comerford** established Europe's first online newspaper in 1994 and continues to teach and consult internationally
- **Andy Dickinson** is a digital media specialist and author of the highly-rated digital journalism blog <http://www.andydickinson.net/>
- **Mac McCarthy** is a management development consultant and on the faculty of the highly respected Lancashire Business School
- **Julie Martin** is assistant editor (multimedia) at the Evening Gazette and www.gazettelive.co.uk, winner of both the Association of Online Publishers' Online Community Website and Consumer Website of the Year 2007 awards.
- **François Nel** is an award-winning journalist and educator with experience in the US, South Africa and the UK. He is the founding director of the Journalism Leaders Programme.
- **Jane Singer** is an internationally-recognised expert on media convergence and is currently the Johnston Press Chair of Digital Journalism in the University of Central Lancashire.

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 GazetteLive's Julie Martin, who step out of their offices to engage with you in-person and online.

Fees are £750 for UK & EU nationals and £1000 for international participants.

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>

* 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 *JN3400 Principles of Journalism Leadership*.

You can then build your skill set and your CV by completing two more applied modules - an advanced workshop on building engaging stories across media, including mobile, and an in-depth look at the e-commerce strategies that deliver results at some of world's most successful media companies - and earn a Post Graduate Certificate.

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

Questions? The programme director François Nel will be happy to answer any 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

- Alison Gow, Deputy Editor
Liverpool Daily Post