

CONTENT MONETIZATION STRATEGIES MASTERCLASS

A Solid Understanding of Driving Digital Media Revenue
Tools and Techniques

15th & 16th November 2018
JW Marriott Hotel, Kuala Lumpur, Malaysia

MAKE MONEY BY WRITING
WHAT YOUR AUDIENCE
WILL READ!!

EPPy Outstanding Individual
Achievement and NAA Online
Innovator Awards Winner

Major Benefits Of Attending

By end of this course, delegates will be able to:-

- **BE PREPARED** to work effectively with Leadership and Sales/Revenue Teams
- **DEVELOP** and **EXECUTE** strategies leading to Commercial Success
- **UNDERSTAND** digital media revenue tools and techniques
- **DEVELOP** action plan for their organization to adapt to the changing revenue landscape
- **IDENTIFY** and **HIGHLIGHT** needs of content
- **IDENTIFY** key issues to be added/emphasized
- **KNOW** the old mass media metrics of reach & frequency
- **UNDERSTAND** how data is being used
- **TAKE A DEEP DIVE** into the strengths and weaknesses
- **KNOW** the technical challenges, risks and mitigation strategies
- **ENGAGE** with revenue and sales staff to create products and services
- **PREPARED** for the future

DELEGATES ARE
REQUIRED TO BRING
THEIR LAPTOP
FOR INTERACTIVE
EXERCISE
AND DISCUSSION
PURPOSES

Why you Should Attend?

It is now a strong global trend that digital competes closely with print-media. This is injecting a sense of instability and insecurity in the minds of journalists, ad sales as well as media management professionals alike. In a digitally driven world, the need of the hour is to embrace convergence and mitigate risk. This can only be done if media management realizes how important it is to make digital a part of their product offering seamlessly and use it effectively to add value to the end-user as well as the advertiser.

This workshop will help participants to build a data strategy that will maximise their revenue, the imperative of diversifying revenue streams, handling ad networks, maximising revenue through programmatic advertising, video and pod casting and so on.

This workshop is designed to prepare journalists to work effectively with leadership and sales/revenue teams to develop and execute strategies leading to commercial success. While it's not a requirement, participants are encouraged to bring a partner from the sales side. The outcome of the workshop should be a solid understanding of digital media revenue tools and techniques, including direct reader revenue. Every attendee should develop an action plan to help the attendee's organization adapt to the changing revenue landscape.

The workshop will encompass eight sessions over a two-day period.

Who Should Attend?

This workshop is specifically designed for:

- ✓ C-Level Executives
- ✓ Head - Sales & Marketing
- ✓ Brand Storytellers
- ✓ Product Managers
- ✓ Marketing Managers
- ✓ Social Media Managers
- ✓ Copywriters
- ✓ Market Trend Surveyors
- ✓ Content Manager
- ✓ Marketers
- ✓ Online & Offline Editors
- ✓ New Media Editors
- ✓ Newsroom Managers

And others who wish to learn the various content monetisation models to make the most of their digital content.

Organized by: _____

