

Rise of Long-Form Storytelling



INTRODUCTION

Newspapers and magazines have long produced the most in-depth journalism when compared to broadcast or digital outlets, but in the era of short social updates and mobile messaging, some have feared that long-form journalism would not attract the audiences in this attention-deficit age.

However, research has shown that high impact, long-form journalism is critical to maintaining a strong brand across print and digital platforms, and in-depth features and investigations are enjoying a renaissance as digital services create bold new opportunities for storytelling.

In this course, we will look at how to plan high impact long-form pieces for print, desktop, mobile and social audiences. We will plan and produce a long-form package and develop a social campaign to promote your highest quality and highest investment journalism so that it has maximum impact and engagement.

COURSE OUTLINE

- Planning for long-form features, including narrative, character and chapter planning.
- Explore the range of long-form story formats.
- Develop multi-platform (print, digital, mobile and social) elements for long-form features.
- Understand how to use video, audio and other digital elements.
- Develop campaigns to engage social and mobile audiences with long-form journalism.
- Add events to your long-form journalism to increase impact and, in some cases, drive revenue.
- Case studies of the latest in long-form journalism features.
- and more.....



TRAINER:
KEVIN ANDERSON, FOUNDER & PRINCIPAL, SHIP'S WHEEL MEDIA
FORMER REGIONAL EXECUTIVE EDITOR GANNETT

Kevin Anderson brings almost 20 years of cutting edge journalism experience to his work. He was a regional executive editor for Gannett Wisconsin Media, overseeing two newsrooms, the Sheboygan Press and HTR Media. Before joining Gannett, he held a number of pioneering positions with news organizations. In 1998, he became the BBC's first online journalist based outside UK, covering the US for its award winning news website. From 2006 to 2010, he worked at The Guardian as its first blogs editor and then as its digital research editor. As digital research editor, he was responsible for monitoring key developments in digital media and evaluating their value to Guardian journalists and audiences.

TRAINING VENUE

Singapore Press Holdings Ltd
 1000 Toa Payoh North, News Center
 Singapore 318994

HOTEL ACCOMMODATION

Ramada and Days Hotels Singapore at ZhongShan Park
 18 Ah Hood Road, Singapore 329883

www.ramada-dayshotelssingapore.com
www.wyndhamhotelgroup.com



COURSE SCHEDULE

Daily: 09:00 – 18:00 hrs

STANDARD FEE

Member: SGD 800
 Non-member: SGD 1,040
 Fee incl. training materials, coffee breaks & lunch

ONLINE REGISTRATION

www.wan-ifra.org/longform

FOR MORE INFORMATION

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MALAYSIA HRDF

Malaysia registered companies can receive financial assistance to cover training cost incurred from HRDF.

Company can claim the course fee as charge per trainee and other expenses such travel allowances and airfare.

Please check with HRDF for your organisation eligibility/exact claimable amount.

Important Note: Payment is required with registration and must be received prior to the training to confirm your booking. Confirmation will only be sent via upon receipt of payment. WAN-IFRA reserves the right to make any amendments that it deems to be in the interest of the training without notice.

Cancellation and Replacement: Any cancellation or replacement must be sent in writing via email or fax. A 50% refund will be given if cancellation is received 2 weeks before the training. Regrettably, no refund can be made for cancellation received less than 2 weeks before the training. A replacement is welcome if you are unable to attend. Written notice should be given to WAN-IFRA not later than 2 weeks before the training.