

# Emerging markets webinar for media

The World Association of Newspaper and News Publishers (WAN-IFRA), in its Emerging Markets Webinar Series, will offer weekly one-hour virtual workshops on editorial and mobile topics. Trainers include South African Paula Fray.

Topics for the webinars, which will run between May and September 2014, will include 'the future face of mobile and digital advertising', 'how to use social media to build an audience,' 'newsroom management', 'monetising your mobile products,' and more.



## Media development

Leading Swedish newspaper executive Gunnar Springfield will lead the first webinar on 27 May at 12 pm CET on the new face of mobile and digital advertising. Other webinar trainers include Penny Jones, head of international business development for The Guardian, Assem el Bassal, GM of Masrawy Linkonline in Egypt and Paula Fray, a leading South African editorial trainer.

"We are delighted to be offering this webinar series to our past and present media development participants and others who wish to attend," said Melanie Walker, WAN-IFRA's head consultant for media development. "The series offers value-added training to current project participants and it is an opportunity for 'graduated' participants to also tap into the association's extensive network of media executives and trainers in a convenient, cost efficient way."

## Weekly webinar

The Emerging Markets Webinars Series is conducted under a strategic partnership to advance media development and press freedom worldwide between WAN-IFRA and the Swedish International Development Cooperation Agency (Sida).

The webinars will be held weekly from 12:00-13:00 GMT. For more information, go to [www.wanifra-webinars.com](http://www.wanifra-webinars.com).

For more, visit: <https://www.bizcommunity.com>