

# WAN-IFRA adds training sessions to sports news conference

PARIS, FRANCE / DARMSTADT, GERMANY: The World Association of Newspapers and News Publishers (WAN-IFRA) has added two training sessions to its conference on "Making Sports News the Mainspring of Growth", to be held in Paris in the first week of February.



The workshops on "Sports News Business Digital" and on "Added Value Sports Journalism," will be held on 2 February, one day before the conference (3-4 February). The objective of these sessions is to complement the information presented at the conference and analyse specific problems.

There is still time to register; full conference and workshop information can be found at [www.wan-ifra.org/sportnews](http://www.wan-ifra.org/sportnews)

The digital workshop will be conducted by Christophe Vattier, associate general director of Agence N°9 and a WAN-IFRA business expert, who will base the session on case studies of successful digital strategies built around sports news. The session will examine: how to develop campaigns to attract sports advertisers, and how to increase reader loyalty with new services, sports games, online betting and more.

The session on added value sports journalism will be conducted by Jérémie Clevy, the former head of the Eurosport Internet newsrooms. He will focus on how to compete more effectively with specialised sports websites and even the Facebook and Twitter offerings of the sports stars themselves. The session will include case studies of media that have persuaded readers to pay, strategies for using social network and on organising and using editorial materials more effectively, and more.

Full details at [www.wan-ifra.org/sportnews](http://www.wan-ifra.org/sportnews)