

ONLINE CONTENT

Editorial: Text, Picture, Sound & Video

17 March 2009

The Bay Hotel, 69 Victoria Road, Camps Bay, Cape Town

19 March 2009

The Wanderers Club, 21 North Road, Illovo, Johannesburg

Why Should You Attend:

- Get your online content right, engage and retain traffic to your site
- Help build and grow your online brand
- Help monetize your platform and learn about monetizing video
- Hear about actual online case studies that have worked

Who Should Attend:

- Publishers & Online Publishers
- Editors & Online Editors
- New Media & Digital Managers
- Journalists & Freelance Writers
- Video & Picture Editors

About Your Workshop Leader:

A former editor-in-chief of Tiscali World Online, portal manager at MWEB and MWEB Africa, and Editor of Social Media at 24.com, Chris Roper is currently the Editor-in-Chief of 24.com. Before the interweb was invented, Chris dabbled in paper, and had a varied career in magazines, including Consulting Editor to SL, Cape Editor for Y magazine, arts correspondent for Mail & Guardian, Editor Obrigado, and monthly columnist for Style, Drive Out, Shape and Best Life. When a writer, he received two Mondi award nominations, including one Mondi silver Features Award for Cosmo Man. He is the 2008 PICA Columnist of the Year, and a weekly columnist on News24.

Please contact Nigel of Classic Events for more information and to book your seats!

Or download invite brochure from

<http://www.classicevents.co.za/conference.htm>

Event Organiser:

Classic Events

P.O. Box 291765 Melville

2109 Johannesburg

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08.00 Registration & Early Morning Coffee
"Editorial: Text, Picture, Sound"

09.00 **"Man Bites Dog": What is Good Online Content?**

- News vs Entertainment vs Information
- Different content types and their relative values
- How to massage content for different media, including mobile
- How to write for the web
- Case study: 24.com and speakerbox.co.za
- How to build, grow and protect a content brand online

10.30 **Man Bites Dog, Blogs About It: User-generated Content**

- UGC in the SA context.
- How to get content to create itself
- Mobile UGC.
- Case study: 24.com blogs

11.15 Morning Coffee

11.45 **If a Dead Tree Falls Online, and There's Nobody There to Read It: Print to Digital**

- Opportunities and pitfalls
- Revenue implications
- Success stories

12.00 **Video Killed the Wordstar: When is Multimedia Worth Doing?**

- What is multimedia?
- Case studies: MWEB and 24.com
- Overview of broadband content landscape

12.30 Lunch

13.30 **Video**

1. Know Your Enemy: Web Video Research

- Viewership
- Average watching duration

2. What Do I Want to Watch

- Most popular content types
- Text vs. video
- UGC vs. professionally produced
- Video duration

3. Shoots, Edits, Leaves: The Workflow

- Shooting
- Camera formats
- Shooting style for web
- Capturing
- Editing
- Editing style for web
- Compressing
- An overview of how compression works

4. Specs

- Frame size
- Frame rate
- Bitrate

15.00 — 15.30 Afternoon Tea

5. Formats

- WMV
- Quicktime
- Flash (FLV)

6. Monetizing Web Video

7. The Future of Web Video

16.30 End of Workshop

TOPSHOTS
WORKSHOPS

Registration Form

(Please photocopy form if more than three delegates)

Attention: Classic Events

Fax: 086-514-5412

Email: alan@classicevents.co.za

Tel: 011 673-7366 / 7387 / 7095

Address: P.O. Box 291765, Melville, 2109

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VENUE: The Bay Hotel, 69 Victoria Road,
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Illovo, Johannesburg

FEE per delegate

Inclusive of course materials, refreshments and lunch.
All prices inclusive of VAT.

DISCOUNT - A massive 20% Early Bird discount if booked and paid by 31 January 2009 – R1999-00

Prices for bookings after 31 January 2009 R2499-00

REGISTRATION DETAILS

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Dietary Requirement: _____

Cape Town Johannesburg

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Dietary Requirement: _____

Cape Town Johannesburg

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Dietary Requirement: _____

Cape Town Johannesburg

Company/Organisation: _____

Amount Payable: R _____

VAT Number: _____

Physical Address: _____

Postal Code: _____

Postal Address: _____

Postal Code: _____

Telephone: _____

Fax: _____

Email: _____

Signing this form entails your understanding of the Registration and Payment requirements:

- A confirmation letter and invoice will be faxed/emailed to you upon receipt of your registration form, reserving your seat/s.
- Kindly make payment to guarantee your seat/s as non payment may result in your seat allocated to someone else
- Electronic payment/direct deposit can be made to **Standard Bank Account #: 401 025 500. Account Name: Classic Exhibitions & Conferences cc. Branch: Melville. Branch Code: 006105.** Kindly indicate company/delegate name/invoice as reference
- Please make cheque payable to: **Classic Exhibitions & Conferences**
- An official receipt of your payment will be provided, only upon request.
- A certificate of attendance will be provided, only upon request.
- No cancellation and refund given within seven days prior to the event date but replacement delegate can be sent.
- No refund given if delegate did not show up at event but course materials, if any, can be sent.
- Organiser reserves the right to change venue, date, programme and/or speaker/s if circumstances require.
- Organiser will refund payment if event is cancelled. If cancellation is not caused by organiser i.e. natural causes, regret no refund will be provided.
- Please inquire if you need special lunch i.e. vegetarian, kosher, halaal etc, accommodation or disabled facilities

Signature: _____

Submitted By: _____

Organisation / Company: _____

Date: _____



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