

# Study tours go face-to-face with best practices in news publishing

PARIS, FRANCE / DARMSTADT, GERMANY: The World Association of Newspapers and News Publishers (WAN-IFRA) and World Editors Forum are offering a wide variety of study tours this autumn to newspaper and other media companies looking for successful approaches for multimedia newsrooms, niche strategies for generating revenue, and new digital business models.



A Multimedia Newsroom Study Tour, organised by the Editors Forum, will take chief editors and other newsroom executives to Washington, D.C., and New York City for an in-depth look at editorial operations at *The New York Times*, the *Wall Street Journal*, *Washington Post*, *USA Today*, *HuffPost Live*, Digital First's *Thunderdome*, *Press+*, Facebook and others.

The tour begins on Sunday, 23 September in Washington, and finishes in New York on 28th September in New York. There is still time for last-minute reservations; full details can be found at <http://www.wan-ifra.org/node/60705>.

In the US, publishers and new media start-ups work hand in glove. For example, *The New York Times*' R&D labs hooked up with bit.ly owners Betaworks to found news.me (<http://vimeo.com/20334925>).

WAN-IFRA's digital media team will visit both companies on a study tour to New York and Boston from 8 to 12 October. "New Media, New Challenges, New Business" will examine new business models and technology for driving revenue growth, with meetings also confirmed with the *Daily News*, the *Boston Globe*, *Guardian US*, Next Issue Media, Wonderfactory, Nieman Journalism Lab, Forrester, Visual Revenue and Bloomberg *Businessweek*.

Full details can be found at [http://www.wan-ifra.org/tour\\_newmedia](http://www.wan-ifra.org/tour_newmedia)

In Europe, WAN-IFRA will take publishers and other news executives to London, Amsterdam, Warsaw and Oslo, from 22 to 26 October, for a study tour to *The Economist*, *Monocle*, the *Guardian*, Telegraaf Media Group, Verdens Gang, *Dagbladet*, Agora and others. "Strategies for new revenues" will examine niche strategies for publishers. With the creation of special products, publishers target new audiences and profit from new income streams. The study tour will allow participants to examine how some leading European media houses go about it.

Full details can be found at [http://www.wan-ifra.org/tour\\_revenues](http://www.wan-ifra.org/tour_revenues).

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