

## PROGRAMME

### MODULE 2 – Day 1: November 6th, 2015

9:00 Registration and coffee

9:30 Introduction to the second module and a short overview of group work assignments

9:45 The case of Primorski dnevnik

Presentation by: Bojan Brezigar, president of executive board

Questions and open discussion

10:45 The case of minority media of the Italian minority in Croatia and Slovenia

Presentation by: Maurizio Tremul, president of executive council, Italian Union

Questions and open discussion

11.15 Coffee Break

11.30 Short overviews of Group Work Assignments and Critical issues

(Each group presents their case in 5 minutes exposing critical issues)

Discussion on critical issues

12:55 Visit to the editorial meeting of Magyar Szo

13:30 Lunch

14:30 Digital Strategy Introduction

14.30 Content Insights

What editors and journalists need to know about their digital audiences?

Mario Krivokapić, Content360, Novi Sad

Presentation and Q&A

**15.30 Digital strategy, readers engagement and editorial integration**

Topics:

From marketing intelligence to paid content

Marketing intelligence in the role of media brand development

Paid content – what to charge and how to do it

**15.30 Wrap up of the day and time for group work assignments**

**MODULE 2 – Day 2: November 6th, 2015**

**8.45 Registration and coffee**

**9:00 Short Introduction**

**9:15 Digital Strategy and the development of the digital media - the case of Slovenian minority in Italy – FVJ**

Presentation by: Massimo Sbarbaro, founder, managing director, Rubedo

Questions and open discussion

**10:30 Finalisation of group work assignments**

Mentorship support and last review

**11:15 Coffee Break**

**11:30 Finalisation of group work assignments (cont'd)**

**12:15 Managing Ad Sales - Seizing New Revenue Streams**

**12:45 Lunch**

**13:30 Presentations of Group Work Assignments**

**15.40 Diploma Ceremony**

**16:00 Conclusion**

## Presentations of Group Work Assignments

13:30 Group 1

13:50 Group 2

14:10 Group 3

14:30 Short discussion break

14:40 Group 4

15:00 Group 5

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15:20 Feedback and concluding comments