



Source – Digital Journalism World 2013

Explore the power of Social Media in Journalism at Digital Journalism World 2013 (7 - 8 October 2013 | M Hotel Singapore)

Social media and social story telling enrich Journalism and changed it forever. The fact is social media has been on rise as the source for breaking news today (The Oriella Digital Journalism Study, 2013). Journalists have in fact been early adopters of social media and they are now actively using them to stay on top of their game. The coverage of Boston Bombing is only one of the many reporting that showed the power, style and impact of social media in reaching millions in split seconds, accurately or otherwise...

This central issue remains – how do you handle this power and how do you best manage it? As organizations move away rapidly from traditional print into digital platforms and with the rise of social story-telling, how can journalists & newsrooms today keep up? How can social media be integrated with traditional platforms for maximum results? We are pleased to present these issues in addition to many others on big data, digital ethics, news consumption today, mobile journalism and live blogging.

Get the latest inside stories from presenters at Digital Journalism World 2013:

- **Building a distinctive identification: Translating brands into social media**
Presenter - Mark Johnson, Community Editor, The Economist
- **Building a Successful Social Media and Citizen Journalism Strategy**
Presenter - Felix Soh, Digital Media Editor, Singapore Press Holdings
- **Developments of News Coverage in the Social Media Era: Then and Now**
Presenter - Graham Lovelace, Director, Lovelace Consulting & Co-Founder, Infographics Agency
- **The Transformative Powers of Technology: Redefining News with Social Media, Crowdsourcing and Big Data**
Presenter - Maria Ressa, CEO, Rappler

Other Key Sessions – Data Journalism | Visual Storytelling Citizen Journalism | Understanding Digital Ethics | Integrative Models of Mainstream and Online News | Rise of Mobile Journalism and New Tools of Change | New Newsroom Workflows | Increasing and Measuring and Social Engagements **and more...**

Join the Industry Experts who have succeeded in the online journalism space -

- ✓ Check out our line-up of speakers from major news brands including **Broadcasting Board of Governors, Associated Press, the Guardian, the Economist, Financial Times** and many more [here](#).
- ✓ Visit event website at www.digital-journalism-world.com for more details.

Be part of this exciting digital shift in journalism with us at **Digital Journalism World 2013**. **Secure your seat today before the early bird registration ends on 30 August 2013.**

Register today at reg@asher-russell.com

See you at the event!

Sponsors – SAM, VIZRT

Digital Media Partner - MyNewsDesk

Event Partners – AsiaToday.com, TNW (The Next Web), Asian Media Information and Communication Centre (AMIC)

News Distributor – ACN Newswire

For enquiries and for info to attend this event, please contact:

Deborah Crystal Lee

Marketing Manager

Digital Journalism World 2013

Email – marketing-55@asher-russell.com

Organized by Asher Russell Events Pte Ltd