

America's top political journalists talk digital at World News Media Congress

WASHINGTON DC, US: Two of America's top political journalists, John Heilemann and Mark Halperin, managing editors of *Bloomberg Politics*, will bring their expertise to a breakfast meeting on 1 June from 8am to 9:30am, titled "Cracking the Digital Code" at the World News Media Congress in Washington, D.C.

At the event hosted by Bloomberg Content Service, Heilemann and Halperin will give their thoughts on how media organisations can capitalise on the digital revolution, to:

- Succeed at the intersection of business, technology and journalism;
- Develop and promote content to fully inform, engage and increase audience;
- Leverage reporting across multiple platforms, including text, digital video and social media

Due to space limitations, the breakfast is RSVP-only and open exclusively to participants in the World News Media Congress. To register for the breakfast, please [click here](#). For full details of the Congress, go to www.wan-ifa.org/dc2015.

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