

World Newspaper Congress: *Toronto Star* demonstrates growth

KIEV, UKRAINE / PARIS, FRANCE / DARMSTADT, GERMANY: Listen to the market and understand the audience, giving them what they want and what they need. That's the approach of the *Toronto Star*, which will share its strategy for profit and growth at the 64th World Newspaper Congress, 19th World Editors Forum and Info Services Expo 2012, to be held in Kiev, Ukraine, from 2 to 5 September.



John Cruickshank, the publisher of the *Star* - Canada's largest newspaper with a 120-year history - will speak about the value of various audience groups and diversification in a Congress session on audience development entitled, "Reeling in readers and advertisers."

Laura Evans, who carries the unusual title of research and chief experience officer for *The Washington Post*, will also join the session, talking about how the application of audience research has led to year on year traffic increases of 25% across the company. Evans represents a new generation of marketers who look deeply into audiences to bring reader insight into how news and information is, and should be, provided.

The Congress and Forum, organised by the World Association of Newspapers and News Publishers (WAN-IFRA), annually bring together more than 1000 newspaper publishers, chief editors and other senior executives from more than 100 countries. Full details, including the programme and registration information, can be found at <http://www.wan-ifra.org/kiev2012>.

WAN-IFRA has also launched a Congress and Forum blog, in the run-up to the events, with background information about speakers, the venue, and some of the hot topics to be examined: http://www.wan-ifra.org/kiev2012_blog

Other Congress sessions include:

- Around the world in 60 minutes, a tour of the latest media trends emerging world-wide, featuring Tomas Brunegård, CEO of Stampen Group in Sweden, Carlos Fernando Lindenberg Neto, CEO of Rede Gazeta in Brazil, Mohamad Alayyan, publisher and chairman, United Jordan Press, Pichai Chuensuksawadi, editor-in-chief of *The Bangkok Post* in Thailand, Trevor Ncube, deputy executive chairman of South Africa's *Mail & Guardian*, and Maxim Melnikov, CEO, Media3, Russia.

- Winners shaping the future, a look at some of the more successful new business models, technology and forms of journalism emerging today, featuring Michael Golden, vice chairman of the New York Times Company, Greg Hywood, chief executive officer of Australia-based Fairfax Media, Gwen Lister, founder and editor-in-chief of *The Namibian*, and Vidar Herre, a photojournalist with *Avisa Hordaland* in Norway.
- Leadership: Steering the new news organisation, featuring Anna Kirah, senior design and innovation anthropologist with Steria in Norway, Earl Wilkinson, executive director and CEO of the International Newsmedia Marketing Association (INMA), Bill McDonald, president and publisher of *Metro English* in Canada, and John Filippaki, publisher of *Dimokratia* in Greece.
- New revenue strategies, which will examine new - and more importantly, sustainable - growth strategies, featuring Jacob Møller, head of mergers & acquisitions for Schibsted in Sweden, Florian Bauer, board member of Vocatus in Germany, and other speakers to be announced.
- The future of print, which continues to provide the primary source of revenue for newspaper publishers, featuring Dipankar Das Purkayastha, managing director & CEO of the ABP media group in India, Rainer Esser, CEO of *Die Zeit* in Germany, and Johan Malmsten, co-founder and CEO of Netherlands-based European Daily.
- Digital evolution, which will examine the latest developments in paid content, tablet, mobile and video and the industry's best paid-for apps, featuring Annelies van den Belt, CEO, SUP, Russia, Simon Regan-Edwards, head of technology for *The Times* and *Sunday Times* in the UK, Tor Jacobsen, managing director of Verdans Gang in Norway, and other speakers to be announced.
- Innovations in Newspapers 2012, the annual Congress and Editors Forum session on the most interesting developments in the newspaper industry, by the Innovations International Media Consulting Group and presented by Innovations partner Juan Señor.
- World Press Trends, the annual "State of the Industry" presentation, with a look at global and regional figures on trends in circulation, readership, revenue and advertising, in both digital and print, presented by Larry Kilman, deputy CEO of WAN-IFRA.
- Plus much more! Full details and registration information can be found at <http://www.wan-ifra.org/kyiv2012>.

Alongside the World Newspaper Congress and the World Editors Forum, Info Services Expo 2012 will present innovative solutions from the international suppliers' community. The exhibition offers visitors the opportunity to meet the leading suppliers to the newspaper industry and discover cutting-edge products, services and technologies.

As always, the events are accompanied by an array of social events, gala dinners and lunches and are considered to be the premier opportunity to meet colleagues from around the world.

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