Early bird rate until 24 April!

Discover the interesting initiatives for design!

Topics include:
- Storytelling in a multiplatform media world
- Transition from 2D to 4D
- Small country – great design; the change of the newspaper design in Luxembourg
- Information graphics

With the support of:

www.ifra.com/designconference
In an increasingly competitive environment, it becomes essential to make content available at all times and in all places via print, the web or the mobile. Consequently, the question arises about how to stand out from the competition by offering your readers, Internet or mobile users a graphic design that is both unique to your brand and inviting!

By ensuring accessibility to your content (print, web, video) and its usability, newspaper design sets out to help you:

- Organise your newspapers and magazines so as to make them accessible and readable,
- Facilitate navigation and interaction on your websites,
- Develop an attractive and effective mobile interface.

On 28 May, we have gathered together for you the best newspaper designers!

How should attend this conference?

The event is intended mainly for art directors, webmasters, information graphics artists, desktop publishers, chief editors, technical editors and more generally all persons interested in or concerned with newspapers and magazines design.

PROGRAMME*

Thursday, 28 May 2009

9.00: Welcome participants and coffee
9.30: Opening comments

Session 1: Design in all his states!

9.45: Storytelling in a multiplatform media world

Practicing our craft of journalism and design today has changed dramatically, but, the core, the storytelling remains the same. This presentation covers the path of the story, how breaking news moves, and strategies we can use to make each medium unique and to cater to the needs of readers and users who are hungry for news and information 24 hours a day, seven days a week.

By Mario GARCIA, Leader and CEO of Garcia Media, USA.

Mario has devoted more than 30 years to redesigning publications, and has personally collaborated with over 450 news organizations.

10.45: Coffee break

11.00: Small country – great design

The change of the newspaper design in Luxembourg

Situated between Germany and France, Luxembourg is also a country where the influences of both neighbouring countries mix together.

As well as in food, lifestyle as in design of their publications. In the recent years, the Luxembourg newspapers changed their design drastically. Everything that was seen in the rest of Europe took place in this small market.

The presentation covers the recent developments and compares the market with the newspaper situation in other countries. It also shows why Luxembourg can be a role model for many countries in terms of newspaper culture and design.

By Hans-Peter JANISCH, Consultant for the newspaper industry and international director of Society for News Design (SND), Germany. Hans-Peter redesigned publications in Bosnia, Germany, Kazakhstan, Luxembourg and others countries.

12.00: Video design

Speaker to be confirmed.

13.00: Lunch
**Session 2:**

**Information graphics**

**14.30: The transition from 2D to 4D**

Illustrations have always inspired humanity; from the famous Bayeux tapestry and the drawings of Leonardo da Vinci to animated reconstructions. Today, technical information offers us daily more and more data that must be sorted, structured, and visualised so that we can be better informed. Where will this lead us? What possibilities do we have to visualise our increasingly complex world? And which software programs can help us?

By Frédéric RUYS, founder of Vizualism, an agency specialising in visual journalism, and initiator of the congress of information graphics specialists, Netherlands.

Frédéric is also lecturer and trainer for online and offline information graphics.

**15.30: Coffee break**

**16.00: New frontiers in online infographics**

Online media has introduced infographics to a world of motion and multimedia. What are the keys to using these tools wisely, and what are the elements that make for successful online infographics? How do we assemble an online infographics staff, and how can we invite the entire newsroom to contribute to the effort? We will look at some of the best work in the online graphics world, then look ahead to some of the tools and systems that are emerging to power the next generation of online infographics.

By Geoff McGHEE, Multimedia Editor for LeMonde.fr, France.

**17.00: Lessons from the world’s best designed newspapers**

When does design attract people’s attention? Does it cause them to stop and spend some time with a story, a package, a page, a section? Does it help them extract the most value in the limited time they have?

Five newspapers shared those qualities this year. They were:

- Akzia, Moscow, Russia, biweekly, circulation 200,000
- Eleftheros Tipos, Athens, Greece, daily, circulation, 86,000
- Expresso, Paço de Arcos, Portugal, weekly, circulation 120,000
- The News, Mexico City, daily, circulation 10,000
- Welt am Sonntag, Berlin, weekly, 400,000

We walk through the winning entries and find lessons for success that will apply to newspapers for all sizes.

By Matt MANSFIELD, President of the Society for News Design (SND), co-director and associate professor Medill / Washington, Northwestern University, USA.
2nd international conference: Design for the News and Magazines Publishing Industry
28 May 2009, Paris

Registration form:
Please copy and complete the form and send or fax to:
IFRA SWE · 66, Cours Charlemagne · 69002 Lyon · France - Tel. +33(0)4.72.77.05.95 · Fax +33(0)4.88.67.98.23 · email: proton@ifra.com

Informations about your company:
Company: ________________________________________________________________
Street: _________________________________________________________________
Postal code and City: _____________________________________________________
Country: ______________________________________________________________
Phone number: _________________________________________________________
Fax: ____________________________________________________________________
IFRA or SND member: ☐ Yes ☐ No

Registrations of the following persons:
1/ Last and first name: ______________________________________________________
Position: _______________________________________________________________
E-mail: __________________________________________________________________
Mobile: __________________________________________________________________

2/ Last and first name: ______________________________________________________
Position: _______________________________________________________________
E-mail: __________________________________________________________________
Mobile: __________________________________________________________________

3/ Last and first name: ______________________________________________________
Position: _______________________________________________________________
E-mail: __________________________________________________________________
Mobile: __________________________________________________________________

Participation fees for the conference:
Before 24th April 2009:
✓ IFRA and SND member: Eur 590 + VAT (Eur 705,64 incl VAT)
✓ Non member: Eur 790 + VAT (Eur 944,84 incl VAT)

After 24th April 2009:
✓ IFRA and SND member: Eur 650 + VAT (777,40 incl VAT)
✓ Non member: Eur 850 + VAT (1016,60 incl VAT)

Third registration from same company free of charge.

Conference fees include participation, translations, coffee breaks and lunch on Thursday 28 May.

Payment details (please select a method of payment):
☐ Bank transfer ________________ € to the account of IFRA SWE,
   HSBC Lyon Bourse (swift: CCFRFRPP) / Code banque n° 30056 / guichet
   n° 00170, Compte n° 0170 201 1244 - 53 /
   IBAN: FR76 3005 6001 7001 7020 1124 453

☐ By check made out to IFRA SWE ________________ €

The participation fee becomes due immediately upon receipt of the invoice,
or no later than 4 weeks before the beginning of the event.

The contract governing participation in events comes into effect exclusively
subject to the IFRA General Conference Conditions, an excerpt of which is
reproduced in the following.

Name and signature: ______________________________________________________

Excerpt from the IFRA General Conference Conditions:

§ 1 Registration, Fees, and Payment Due
1.1 Registration for events must be in writing.
1.2 IFRA will confirm registration to the participant in writing.
1.3 Payment of the registration fee becomes due upon receipt of the invoice.

§ 2 Cancellation, Withdrawal from the Contract by the Customer
2.1 Cancellation is possible in writing and will be accepted up to fourteen days
before the conference starts. A non-refundable handling fee of 10% will become
due in this case. We regret that we will be compelled to retain the full participation
fee for cancellations after this time.
2.2 It is possible at all times to send a "substitute participant" on condition that
IFRA Events is informed accordingly in writing in advance, stating the name of the
substitute person.

§ 3 Cancellation of Events
3.1 IFRA can cancel the event for an important reason, especially in case
of too few participants, cancellation or illness of a speaker, hotel closure
or Act of God.
3.2 In case of too few participants, cancellation can be up to 3 weeks
before the start of the event.
3.3 In all other cases of cancellation due to an important reason as well
as in the event of necessary programme changes, IFRA will notify the
participants as far in advance as possible.
3.4 In the unlikely case that an event must be cancelled, any paid
registration fees will be reimbursed.