

Newsroom Summit 2022

Featuring CMS Solutions Day
26 - 28 April • Virtual

Sponsorship Brochure



World Association
of News Publishers



CMS SOLUTIONS DAY

26 Apr • Virtual • 120-150 attendees

An effective CMS solution must focus on maintaining an optimal relationship with your customers and used as a means to link your overall business goals. After a successful inaugural CMS Solutions Day last year, join us again on Apr 26th and learn from experts and solution providers on the steps you need to take when thinking of investing in a new CMS solution in your organization!

Follow the expert discussions on what publishers need to keep in mind when planning for a new content management system in their organization.

NEWSROOM SUMMIT

27-28 Apr • Virtual • 120-150 attendees

Following the CMS Solutions Day, the Newsroom Summit 2022 continues on a virtual platform for 2 days of quickfire virtual presentations and in-depth breakout discussion on editorial strategies for high-performing premium content and leading a newsroom during this continued unprecedented time.

The Summit is maintained as an exclusive meeting point for editors and newsroom managers to discuss and share experiences on transforming their newsrooms.

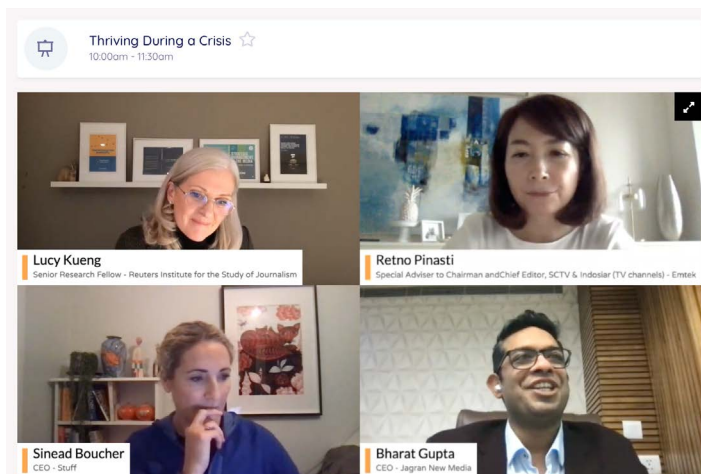
Join us for inspiration and discussions!



Target Audience

Editors-in-Chief, Managing Editors, Digital Editors, Video Editors, Social Media Editors, Content Officers, Content Distributors, Mobile Editors, Publishers, General Managers, Senior Managers, Multimedia Editors, Web Assistant Editors, Section Heads, Analytics Managers, Heads of Paid Content and more.

Sponsorship Opportunities:



PLATINUM

Be recognised as the Platinum Sponsor on all marketing and communications.

This sponsorship is tailored to your needs. Combine your favorite sponsorship opportunities or let us know how you want to showcase your brand and we can customize the opportunities for you.

Includes all core entitlements and 20 event tickets.



ASK US!

GOLD

Host your own 30 min session. Submit a relevant, educational topic, provide your own expert speaker and work closely with our staff to get your session up and running. WAN-IFRA reserves the right to decline the topic if it is of little relevance to the event audience.

Logo acknowledgment as *Brought to you by* under your session description featured on the event programme.

Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).

Corporate profile featured on the Event Website.

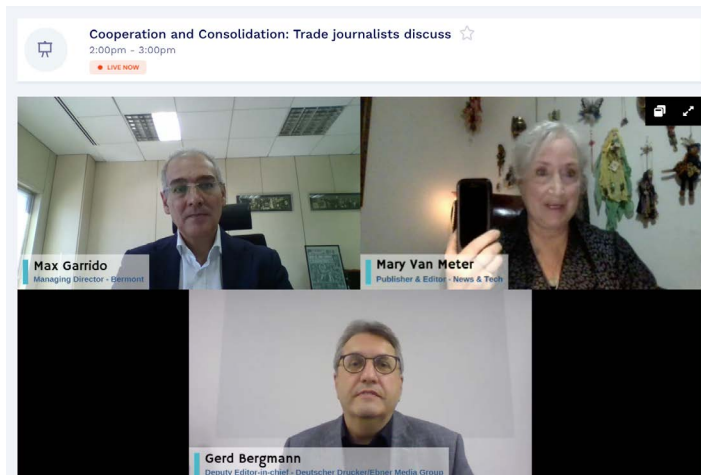
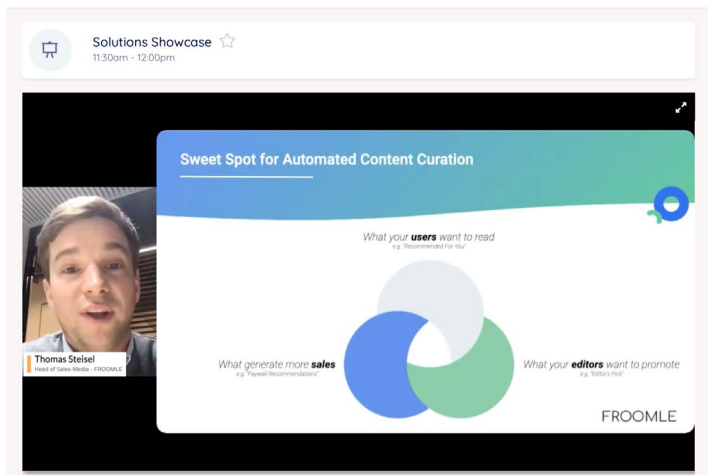
Company Logo featured on all marketing (website & mailings).

Complimentary ten (10) event tickets to share with your staff and clients.



5,000 €*

Sponsorship Opportunities:



SILVER

Your marketing video will be played at the beginning of the session - max 30 sec.

Logo acknowledgment as *Sponsored by* under the session description featured on the event programme.

Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).

Corporate profile featured on the Event Website.

Company Logo featured on all marketing (website & mailings).

Complimentary four (4) event tickets to share with your staff and clients.



3,000 €*

BRONZE

Corporate profile featured on the Event Website.

Receive attendee contact list including name, job title and company (subject to their agreement upon registration).

Company Logo featured on all marketing (website & mailings).

Complimentary two (2) event tickets to share with your staff and clients.



1,500 €*

CMS Solutions Day Sponsor:

Choosing and implementing a new CMS can be an intense process that takes years rather than months, and the right CMS and associated integrations can have a huge positive effect on the newsroom and overall digital strategy. It's more important than ever to understand the state of the market and our CMS Solutions Days save time for publishers and providers by bringing everyone together in a vendor-neutral environment to share real-life case studies and understand the latest developments.

We have **6 slots** to offer CMS providers to present a **30 - minute case study**. Offered on a first-come, first-served basis.

Target Audience

newsroom strategists, managing editors, CDOs, product directors and project managers, editorial consultants



Event Gold Sponsor Recognition

Host your own 30 min session. Submit a relevant, educational CMS related topic, provide your own expert speaker and work closely with our staff to get your session up and running. This session requires a customer presentation (case study). WAN-IFRA reserves the right to decline the topic if it is of little relevance to the event audience.

Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).

Gold Sponsorship recognition for both the CMS Solutions Day and the Newsroom Summit.

Corporate profile featured on the Event Website.

Logo acknowledgment as *Brought to you by* under your session description featured on the event programme.

Includes one 5-minute Demo presentation as part of the Solutions Showcase session where solution providers can share quick updates or a short demo.

Company Logo featured on all marketing (website & mailings).

Complimentary ten (10) event tickets to share with your staff and clients.

5,000 €*

Sponsorship Add-Ons

Increase your brand visibility by upgrading your sponsorship package with these add-on sponsorship opportunities



EXCLUSIVE PRE-EVENT EDM SPONSOR

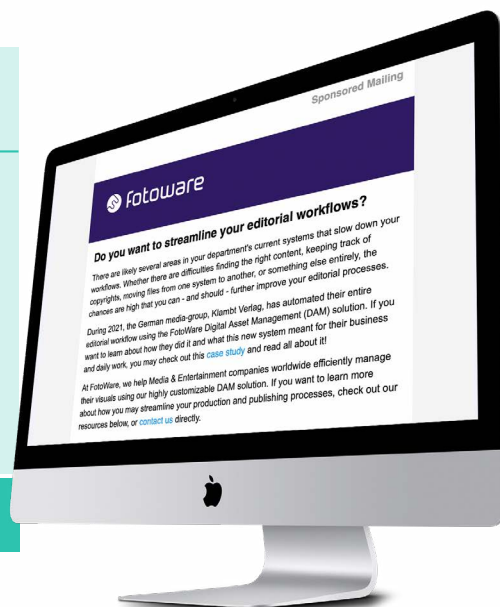
- One banner ad (to be provided by sponsor) to be featured in all pre-event mailings.
- Receive attendee contact list including name, job title, company and email address (subject to their agreement upon registration).
- Corporate profile featured on the Event Website.
- Company Logo featured on all marketing (website & mailings).
- Complimentary four (4) event tickets to share with your staff and clients.

4,000 €*

ADD ON MAILING

- Your opportunity for pre- or post- event mailing to all conference attendees.
- On your behalf, WAN-IFRA will send your personalized message to all registered attendees.
- Only 2 available.
- Complimentary four (4) event tickets to share with your staff and clients.

4,000 €*



WAN-IFRA Connect Portfolio

BRANDING



Build your Brand

16 Global Conferences
Webinars
Online Advertising
Trend Reports
Newsletter Banners
Marketing Emails
Sponsored Content
International Awards
Ambassador Program
Directory Listing

EXPERT KNOWLEDGE



Convey your Expertise

Thought Leader Articles
Event Speaking Opportunities
Community Specific Webinars
Trend Reports
Customised Events
Whitepaper Collaboration

RELATIONSHIP MANAGEMENT



Enhance your Relationships

16 Global Conferences
Social Events
Board Dinners
Board Meetings

LEAD GENERATION



Generate Quality Leads

16 Global Conferences
Webinars
Exhibiting Opportunities
Community Specific Webinars
International Awards
Targeted Emails
Speed Meetings
Customised Events

Products by Community

DIGITAL REVENUE NETWORK

CEOs

EDITORS

PRINT

Conferences

World News Media Congress
Digital Media
India, Africa, LATAM, Europe,
Middle East, Asia
Forum Francophone

World News Media Congress
Media Leaders Summit
APAC, Middle Eastern, LATAM,
Indian

World News Media Congress
Newsroom Summit
CMS Solutions Day

European Printers Summit
World Printers Summit
Indian Printers Summit

Reports

World Press Trends
Reader Revenue – DME22
Takeaways
What's Your Newsletter Strategy?
The Data-Centric Champions

World Press Trends
The Data-Centric Champions

What's Your Newsletter Strategy?
Trends In Newsrooms

World Printers Forum
Distribution As A Profit Centre

Newletters

Digital Business

Executive News Service
Leadership & Strategy

Executive News Service
World Editors Forum

Executive News Service
World Printers Forum

Webinars

Customized Topics

Customized Topics

Customized Topics

Customized Topics

Directory

Technology Guide & Directory

Technology Guide & Directory

Technology Guide & Directory

Technology Guide & Directory



Connect