

■ CREATING
the **FUTURE** of **NEWS**

Invitation to Participate

Creating the Future of News is an online publication and associated community hub with the mission to support a positive future for the news industry and ecosystem globally.

It will provide insights, analysis, data and a community platform for media professionals to explore directions in news content creation, distribution and audience engagement, uncover newsroom best practices, products and tools, and champion innovation.

In particular we are seeking to facilitate high-value industry collaboration, by enabling the sharing of practical insights, lessons learned, and data that can assist other news organizations and the broader industry.

The site was launched in Beta in December 2017 for an initial group of news industry leaders who will help to shape the publication and community, with a launch to the public planned for 2018.

We are looking for participants who can help shape the community, contributors to our analysis and industry data, and partners that can help us to support the future of the global news industry.

Please contact us if you are interested in participating!

- Support an active and engaged community of news professionals and industry leaders.
- Enable industry collaboration by sharing insights, data, and research.
- Create a forum for open discussion in a non-competitive environment.
- Showcase best practices in newsroom workflows, content creation, and distribution.
- Explore new products, tools, and current and future industry developments.
- Offer useful insights into skills development, career pathways, and the training necessary for journalists to create value in the newsrooms of the future.
- Provide a global perspective on news and the broader media landscape, delving into and comparing what is happening in different countries and regions.
- Facilitate valuable industry connections.

Industry developments	competitive landscape, industry structure, regulatory shifts, insights from data
Strategy and business models	emerging business models, third-party platform strategy, industry collaboration
Distribution and engagement	new channels, social media trends, news consumption behaviours and trends, content amplification, news personalization, mobile trends, wearables
Monetization and funding	paywalls, branded content, revenue events, micropayments, evolution of programmatic advertising, crowdfunding
Content and newsroom workflow	editorial workflow, cross-format news, crowdsourcing models, curation and aggregation, algorithmic journalism
Innovation structures	innovation labs, innovation teams, incubators, hackathons, rapid prototyping, innovation leadership
Storytelling techniques	data journalism, visual journalism, virtual reality, augmented reality, podcasting
Products and tools	platforms, CMS, video, mobile, apps
Talent	critical capabilities, resourcing needs, emerging job trends, skills development
Best practices	use cases, success stories, inspiration, established and emerging leader profiles

Sponsors

Commercial partners provide financial support and will have high visibility within our community of highly engaged executives, editors, journalists, and entrepreneurs creating the future of news.

News organizations

News organizations can use *Creating the Future of News* as a resource to support management development and innovation programs, as well as share data and insights useful to the broader industry.

Associations

Industry groups can share the useful resources provided by *Creating the Future of News*, and can promote their memberships, paid content, and other services.

Universities

We aim to provide a forum to share and discuss leading-edge research and insights from educational institutions on future directions for news.

Content and research partners

We are happy to publish and promote content that is valuable to those creating the future of news, and to share our content with trusted partners.

Media analytics organizations

Companies providing media metrics and analysis can bring greater visibility to their services by selective data sharing for our audience of news leaders.

Communities and groups

We can provide resources to support existing news communities and groups, including dedicated online community spaces and connections to complementary groups.

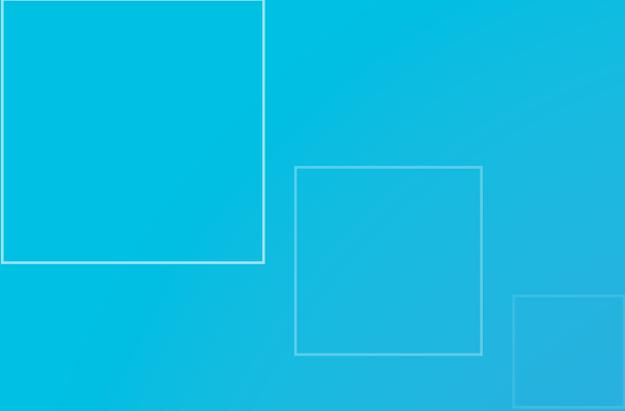
Non-profit organizations

We are keen to collaborate with news and journalism non-profit organizations to help them further their objectives.



Future Exploration Network, chaired by futurist Ross Dawson, is a global talent network that helps organizations to create their future, supports effective industry collaboration and works to create a better tomorrow.

Our initiatives have included the Future of Media Summits, held simultaneously in Sydney and San Francisco linked by video, the Future of Media Report series, and the creation of well-known strategy frameworks including the NewsScape, the Future of Media Strategy Framework, the Newspaper Extinction Timeline, and the Future of Media Lifecycle.



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