

# NEAPNEA Fall Conference

## September 19-20, 2008



The Courtyard Marriott  
70 Constitution Avenue  
Concord, New Hampshire 03301  
Tel: 603-225-0303



### To make reservations

- Call the hotel directly at 603-225-0303. Tell the booking agent you are part of the NEAPNEA room block, or give the group code "ASPC".
- Room rate is \$124.00 plus 8% tax (133.92 inclusive)
- Last day to reserve your room at these rates is **August 29, 2008.**
- Check-in 3 PM; check out 12 Noon
- Cancellation Policy: By 6pm the day before arrival without penalty. After 6pm the day before arrival will be subject to a charge of one night room and tax.
- Free parking

*Is your newsroom just getting started with multimedia? Or have you been doing it for years? Either way, NEAPNEA's 2008 Newspaper Film Festival will offer you a chance to learn from the experiences of your colleagues from around New England and take your multimedia newsroom to the next level.*

### AGENDA

#### SEPTEMBER 19, 2008

9:00 am - 10:00 am Registration

#### **10:30 am - 12:00 noon Buzz Sessions**

Learn from your colleagues and share your own accumulated wisdom: What makes for good Web video and multimedia? How do you use it to grow readership and revenue? What new technologies are shifting the way consumers are using video, and how should that affect our approach to it?

#### **12:00 pm Lunch Keynote remarks by Lou Ferrara, AP managing editor for sports, entertainment and multimedia**

With the rapid growth of video, Lou sees great opportunity, especially in entertainment, sports and breaking news. He'll discuss the AP's approach to video, what he expects to see in the future and address finding the resources you need to make great video.

#### **1:30 pm - 3:15 pm The New Multimedia Newsroom**

A case study for doing newspaper video and multimedia, from staff culture to content creation, to connecting with readers. The Telegraph managing editor online Damon Kiesow and photo editor Don Himsel will share successes and hard learned lessons from more than two years of intensive focus on developing a multimedia newsroom. They will provide guidance and direction for those looking to get started and act as a conduit for conversation for those newsrooms already deeply engaged in video.

#### **3:30 - 5:00 pm Video Showcase**

We'll be viewing selected videos from the new multimedia contest and discussing with the production teams on how they were made. Teams will also take questions from the audience. Attendees will choose a best in show from contest finalists.

6:00 pm Reception

7:00 pm Dinner and awards

#### SATURDAY SEPTEMBER 20, 2008

8:30 am NEAPNEA committee member meeting