

# BACK IN BUSINESS

Carlisle 2016

**Society of Editors**

[www.societyofeditors.org](http://www.societyofeditors.org)

Annual Conference

THE HALSTON, CARLISLE  
17-18 OCTOBER 2016

**BOOK NOW!**

## JOIN THE MEDIA DEBATE IN CARLISLE THIS AUTUMN

Discover best practice and new initiatives that all editors and publishers can adopt to maintain the pace of change in newsrooms. Discuss, debate and invigorate your planning for the future.

### CONFIRMED SPEAKERS INCLUDE:

**Matthew Barraclough**, Journalism Working Group, BBC  
**Chris Blackhurst**, Executive Director, CTF Partners  
**Jeremy Clifford**, Editor-in-Chief, Yorkshire Post  
**Malcolm Coles**, Director of Digital Media, Telegraph Media Group  
**Matt Cook**, Manager, Google News Labs  
**Denise Eaton**, Editor, Kent Messenger  
**Jonathan Grun**, Emeritus Editor, Press Association  
**Jon Harris**, Managing Director, Cavendish Press  
**Sarah Hartley**, Applicants Associate Manager, DNI Innovation Fund, Google  
**David Helliwell**, Editor, The Cumberland News  
**David Higginson**, Digital Publishing Director, Trinity Mirror Regionals  
**Ian MacGregor**, Telegraph Weekend Editor  
**Ian Murray**, Chairman, SoE training committee and Editor of the Southern Daily Echo  
**Rachel Oldroyd**, Editor, Bureau of Investigative Journalism  
**Darren Sher**, Head of Product, Trinity Mirror  
**Tony Thompson**, Chair, Emergency Planning Society  
**Dave Whaley**, Editor, Oldham Chronicle  
**Joy Yates**, Editorial Director, Johnston Press North East

### KEY SESSION TOPICS INCLUDE:

- NEWSROOM TOOLS AND NEW TECHNOLOGIES
- THE DEMAND FOR VIDEO CONTENT
- GOOGLE DIGITAL NEWS INITIATIVES
- DIVERSITY AND TRAINING
- THE POLICE AND THE MEDIA
- THE BBC AND REGIONAL NEWS
- GOOGLE NEWS LAB

### TRAIN FARE DISCOUNTS!

All delegates can benefit from 25% discount on Virgin off-peak trains.  
e.g. London to Carlisle first class at £39.  
See [www.societyofeditors.org](http://www.societyofeditors.org) for full details.

## THE BEST IDEAS TO TAKE BACK TO YOUR NEWSROOMS

While Brexit, political shenanigans and the Olympics have flooded front pages, news bulletins and social media, the key media focus on digital innovation will remain the prime theme of the 2016 conference.

Top speakers from the front line of newsrooms will stimulate debate, provide practical ideas, enhance your deliberations about print, digital, video, mobile and developments coming over the horizon.

Learn the latest about Google's Digital News Initiative - a collaboration with news publishers across Europe to support high quality journalism and innovation. Delegates will hear about Trinity Mirror's 'Perspecs' news aggregation app, the Bureau of Investigative Journalism's idea for a Local News Lab and the Telegraph's 'RoboBlogger', real time football action project.

A Google News Lab headed up by its chief, Matt Cooke, will provide an added benefit for delegates - helping journalists learn the best ways to use Google tools for reporting and storytelling.

*'This is your opportunity to hear practical ideas first-hand from those focused on innovation in the news industry. Keep up-to-date with the Society's vital campaigning work on behalf of the media as the next instalment of the political maelstrom following Brexit blows in after the party conferences.'*

Bob Satchwell, Executive Director, the Society of Editors

## The Conference Location

The Conference will be held in the stylish Halston Conference Centre, just 200m from Carlisle Citadel station. Situated in a busy area of Carlisle and surrounded by many historic buildings, independent retailers, bars and restaurants with only a short walk to the main shopping area.

## Accommodation

We have arranged preferential rates at hotels within five minutes walking distance of The Halston. Please contact the hotel of your choice **directly**.

### The Hallmark

Booking reference. EDITORS CONFERENCE  
Tel: 0330 0283401  
Email: carlisle.reservations@hallmarkhotels.co.uk

### Crown and Mitre

Booking reference. #63575  
Tel: 01228 525491  
Email: rooms@crowndandmitre-hotel-carlisle.com

## Conference Packages

### Package A. Full Conference

Members £545 plus VAT  
Non-Members £645 plus VAT

### Package B. Monday Day Delegate

Members £395 plus VAT  
Non-Members £445 plus VAT

### Package C. Monday Gala Dinner only

£80 plus VAT

### Package D. Table for 10 Gala Dinner

£750 plus VAT

### Package E. Tuesday Day Delegate

(Tuesday sessions only including Google News lab) £150 plus VAT

To book online go to:  
[www.societyofeditors.org](http://www.societyofeditors.org)

If you would like to speak to someone regarding the conference please telephone 01223 304080 or email [office@societyofeditors.org](mailto:office@societyofeditors.org)

Please note accommodation needs to be purchased separately.

## The Halston, Carlisle



*'Cumbria is very much back in business - not a bad metaphor for the resilience of the British media.'*