

N² NEWSPAPER NEXT: THE TRANSFORMATION PROJECT

WORKSHOP • FEBRUARY 16, 2007 • SEATTLE

Wanted: Transformation

The old, monolithic newspaper business model is in disruption. To survive and thrive, newspaper companies need to build a growing portfolio of business models, products and services that win throngs of new consumers and advertisers.

But how?

Newspaper Next — the just-completed, one-year project of the American Press Institute — provides the practical, step-by-step approach you need.

In a one-day regional workshop you can learn this powerful new approach firsthand. Built on the groundbreaking concepts of renowned Harvard innovation expert Dr. Clayton Christensen, Newspaper Next is tailor-made for newspaper people and the unique needs and circumstances of newspaper organizations.

What you will get:

- A better understanding of the forces eroding the newspaper business
- A new way to see and tap the vast realms of opportunity opening around us
- A clear, practical process — the N² Innovation Method — to unlock these opportunities with new products and services while minimizing cost and risk
- A strategic framework — the N² Game Plan — outlining the four areas of opportunity your company should pursue and some of the most promising possibilities in each

Who should attend

Publishers and top executives, plus anyone responsible for:

- A newspaper company's profit and loss
- The health and future of the company
- Strategic direction
- Creating new growth
- Developing new products and services, online or print

Also:

- Editors who want a new way to discover what readers and non-readers want and need
- Ad directors who want a new way to discover what advertisers and non-advertisers want and need

WORKSHOP AGENDA

8:15 - 9:00 am: Registration

9:00 am - noon: Morning session

Noon - 1:30 pm: Lunch on your own. A list of nearby restaurants will be provided.

1:30 - 4:30 pm: Afternoon session



www.newspapernext.org

Cosponsored by the University of Washington Department of Communication and the Pacific Northwest Newspaper Association.

"The newspaper industry is in the midst of unprecedented disruptive change. The Newspaper Next program can help companies learn how to look at markets in new ways, see opportunities instead of threats, and plot new paths to growth. It is a must-do for any newspaper organization that is serious about innovation."

Clayton M. Christensen
Professor, Harvard Business School
Cofounder, Innosight LLC

For more information and to register, go to www.americanpressinstitute.org/07/N2Seattle/

Pacific Northwest Newspaper Association members are asked to put PNNA in the box labeled Promotional Code near the end of the online registration form.