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#SNDS15

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The PROGRAM

**The SNDS News Design Conference
October 1-2, 2015
Copenhagen DK**

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Thursday 1 Oct.

10:00-13:00
Masterclass: Data visualizing for beginners
 Anders Bergmann, TV2 and Rune Madsen, runemadsen.com

10:00-13:00
Masterclass: Branding of conceptual content
 Rickard Frank, Dagens Nyheter

14:00 Registration and welcome drinks

14:30
Welcome: Opening of the conference
 Flemming Hvidtfeldt, SNDS President

14:45
The road to become the world's best designed newspaper
 Arne Depuydt, DeMorgen

15:30
The new campfire: The world after the death of the printing press
 Bjarke Myrthu, Blind Spot

16:15 Break

16:45
Design at Scale: Platforms, Process, and People
 Ted Irvine, Vox Media

17:30 Buffet + drinks

18:30
Infusion
 10 speakers, 7 minutes each.

21:00 Evening bar expedition.

Friday 2 Oct.

08:30 Morning coffee

09:00
Design, type and news
 Mari Randsborg, e-Types

09:30
Attracting a new audience by reinventing communication
 Henrik Hatt, MOMU

10:00 Coffee break

10:30
Finding & Studying Your News Consumers to Serve Their Needs
 Emily Goligoski, The New York Times

11:15
Where we're going wrong in designing online newspapers – a diagnosis
 Pål Nedregotten, Amedia

12:00 Lunch break

13:00
Redesign Now: Reimagining Britain's oldest newspapers
 Jon Hill, The Telegraph

13:45
Pushing for better digital visual storytelling
 Liv Håker, Sunnmørsposten

14:15
The art of building digital narratives
 Rune Madsen, O'Reilly Media

14:45 Coffee break

15:15
Print is not dead
 Matthew Ball, Think Scotland

16:00
Innovative thinking and practice in news design
 Nico MacDonald, Media Futures

16:45 Closing

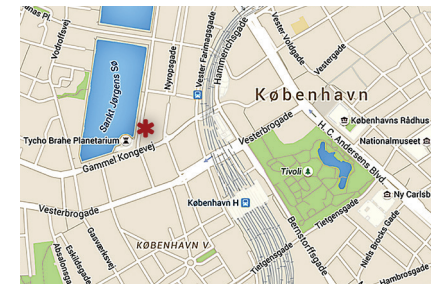
17:00 SNDS General Assembly

19:00
Award Show and Gala Dinner

The Venue



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Welcome!

It's a pleasure to welcome you all once again to the event of the year – the SNDS Annual News Design Conference.

We have a line-up of great speakers to entertain, enlighten, and inspire you – and hope you will enjoy the talks, the visual presentations, and the dialogue with colleagues and friends – in other words: damn good company for a couple of days.

As the final entry on the agenda we look forward to celebrate all the winners in this year's Best of Scandinavian News Design Competition, and we have prepared an excellent Gala Dinner to accompany the many diplomas and awards we will present to the winners.

Scandinavian news design is alive and kicking – let's enjoy and exchange the beauty of it here in Copenhagen.

Flemming Hvidtfeldt,
 SNDS President

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