

# MASTERCLASS IN STORYTELLING

## MASTERCLASS IN STORYTELLING

This first Masterclass featuring some of our industry leaders will investigate:

- What are the essential building blocks for telling brilliant stories?
- Understanding and engaging with your audience



**PLUS:** The chance to meet some of the Judges for the 2017 World Media Awards and get top tips for entering winning campaigns

## THE SPEAKERS

PANEL MODERATOR:

- Irene Mia, Global Editorial Director, The Economist

PANELLISTS INCLUDE:

- Matt McAllester, Editor, Newsweek
- Arif Durrani, Commercial Editor EMEA, Bloomberg Media
- Raquel Bubar, Director TBrand Studio, New York Times
- Libby Wright, Worldwide Content Lead, MediaCom Beyond Advertising
- Maria Dsouza, Content Director, MEC Wavemaker

The World Media Group is a strategic alliance of the world's leading media brands who are committed to promoting award winning journalism and the role of international media.

## 21.10.2016



**09.00 – 10.30**

Breakfast will be served



The Charlotte Street Hotel  
15-17 Charlotte Street  
London W1T 1RJ

This event is FREE to attend for advertisers and agencies. To register for this event please [click here!](#)

NEXT EVENT **11.11.2016:**  
Planning, optimizing and amplifying your story