

### Training Focus

MediaSight training focuses on the needs of individual media; leveraging sophisticated data and applications to address different challenges for different organizations:

- » More effective advertiser engagements to close more sales and boost ad revenues
- » Strategic approaches to circulation growth and editorial content management for newspapers and other print media
- » Transforming “underdog” media into solid contributions to advertisers’ schedules

### Role-playing

Role-playing, staff experience and “use cases” are integrated into an effective training agenda to increase skills in addressing:

- » The New Advertiser
- » The At-Risk Advertiser
- » The Ex-Advertiser
- » Moving Dollars to the Web
- » Diagnosing and Building Circulation
- » Fine-Tuning Editorial Content

Training can be conducted online or on-site, and is designed around the areas where increases in resources and skills will have the greatest impact on a media organization’s bottom-line.

