

# EMPOWER

**2020**

The ACE Empower programme is designed to support anyone building a career in the newspaper and magazine industry. We help you develop skills, increase knowledge and make vital contacts.

This year, we're building on a decade's experience and incorporating the latest technology and initiatives to make Empower 2020 our most effective programme ever.

# WHAT IS EMPOWER?

It's a 12-week training programme

- Organised by respected industry body ACE
- Designed for people working in the newspaper and magazine industry
- Introducing all aspects of the industry in easy-to-digest sections
- Covering everything from the power of social media to new revenue models

The 2020 programme has broadened its educational scope to address new technology, challenges and initiatives, as we enter an exciting new decade.



# WHO IS EMPOWER FOR?

It's useful for everyone who works in the industry.

If you're in the early stages of your career, you'll immediately benefit from the immense breadth of knowledge and insight.

If you're a more seasoned professional, you'll gain a deeper understanding of the industry, and learn about new developments and best practices.



# HOW WILL YOU BENEFIT FROM EMPOWER?



## ACCESS

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Our exclusive partnerships with high-profile industry leaders will enlighten you and encourage new ways of thinking.



## KNOWLEDGE

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Our insights will show you new ways to drive tangible results in the publishing industry.



## CONNECTION

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The bonds that develop between delegates and the opportunity to network are critical elements of the programme.



## INSPIRATION

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Powerful examples and initiatives will accelerate your learning, understanding and development.

# WHAT'S NEW FOR 2020? GET WITH THE NEW PROGRAMME

Drawing on ten years of excellence, the new Empower programme will offer

- A broader curriculum
- A deeper understanding of the publishing industry
- A focused personal development plan
- Enhanced mentoring opportunities

# NEW & IMPROVED FOR 2020



## AUDIENCE

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Discover your readers. Who are they, what do they do, how do they read content?



## INDUSTRY

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Learn about new revenue models being developed by media companies.



## PRESENCE

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Enhance your presence and confidence at work with mentoring and masterclasses.

# VISION 2020



## AUDIENCE

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- We'll bring a sharper focus on understanding audiences across a variety of brands
- You'll learn how publishers leverage brand power to increase reach and revenues



## INDUSTRY

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- Two newspaper modules will thoroughly examine different revenue strategies
- We'll show how UK titles are working hard to get traction with demographics such as women and millennials



## PRESENCE

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- New modules will help you build your presence, power and influence
- Our "Insights" learning and development module, as well as an enhanced mentoring scheme, will ensure you get the most from the programme

# MODULES SUMMER 2020

**MEDIA LANDSCAPE OVERVIEW**

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**27TH APRIL**

**INSIGHT** Learning & Development

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New for 2020

**27TH APRIL**

**MAGAZINE PUBLISHING**

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**12TH MAY**

**DISTRIBUTION & CIRCULATION**

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**19TH MAY**

**NEWSPAPER PUBLISHING**

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**2ND JUNE**

**NEWS BRANDS NEW STRATEGIES**

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New for 2020

**16TH JUNE**

**PRESENTATION SKILLS**

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New for 2020

**16TH JUNE**

**PRINTING THE NEWS**

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**23RD JUNE**



# MODULES AUTUMN 2020

**WHOLESALING** with “on the ground” session **8TH SEPTEMBER**

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**RETAILING** with “on the ground” session **16TH SEPTEMBER**

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**SUBSCRIPTIONS** **22ND SEPTEMBER**

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**DIGITAL FOOTPRINT** **22ND SEPTEMBER**

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**PERSONAL DEVELOPMENT** New for 2020 **6TH OCTOBER**

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**SYNDICATE PREPARATION** **6TH OCTOBER**

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**FINAL PRESENTATIONS** **4TH NOVEMBER**



# DO MY STAFF NEED EMPOWER?

Of course. The success of your business depends entirely on your people. Make sure they have the opportunity to stay at the cutting edge, make new connections and deliver even better results.



# JOIN THE ELITE

Some of the biggest names in publishing invest in their people through the ACE Empower programme. Join them.



**EMPOWER YOUR PEOPLE**

**27th  
APRIL**

**Book your place today.**

Want to know more? We're happy to help.  
Call us on 07545 018 388  
or email [markfarris@acecirculation.com](mailto:markfarris@acecirculation.com)