

# YOUR PUBLISHING MINISTRY CAN THRIVE IN A DIGITAL WORLD

This cutting edge workshop is especially intended for people working for existing or planned Christian magazines. You will gain an understanding of today's publishing environment and the new digital tools available for marketing and content distribution.

## Program

The three-day workshop begins on Monday morning and ends the following Wednesday after a noon banquet and graduation ceremony.

## Trainers

A team of two trainers from the U.S. and Brazil will teach the workshop and will be available for consulting during the program.

## Course materials

Valuable resource materials will be available for download during the workshop.

## Certificate

Students who attend all sessions will receive a certificate of completion from Magazine Training International.

## Location

The workshop will be held at the CEO Centre on the campus of SAIACS at 560077 Kyalasanahalli, Bengaluru, Karnataka 560077, India.

## Conference fee

The conference fee includes lunches, coffee/tea breaks, downloadable resources, 13-1/2 hours of lectures and practical application from a team of publishing professionals. The conference fee is INR 5439 for those who register early and pay by April 12. The conference fee is INR 6439 for those who pay after April 12.

## Accommodations

Rooms with air-conditioning are available at the CEO Center. The cost per person **per day** in a double or single room includes breakfast and supper.

Single room: INR 3214

Double room: INR 2318

**“This course helped me to evolve more as a person who can step into new adventures.”**

Jaison James, Zoe Exodus Church Magazine in Kerala in 2016. The trainers in this workshop, David Renard and Marcos Simas, taught the course in Kerala.

## This workshop is for you if:

- You are considering switching from print to digital and want to know the pros and cons.
- You want to use digital tools to increase the reach of your publication.
- You have a vision for a new periodical, but don't know where to start.
- You want to know how to use social media to promote your publication and get your content more widely distributed.



## YOUR SPEAKERS



**DAVID RENARD**  
USA



**MARCOS SIMAS**  
BRAZIL

**David Renard** is a partner with medialDEAS, a global consultancy providing research and advice on the publishing industry's technology-enabled future. He also spearheaded a new European subsidiary that developed research-driven decision support tools, which he grew into a multi-million dollar business. In demand worldwide as a speaker on digital publishing, he also taught digital publishing and business for Magazine Training International in India in 2012 and 2016 and in Africa in 2018, 2019, and 2023. He has taught courses for MTI online.

**Dr. Marcos Simas** is a 30-year veteran of the Brazilian publishing industry. Marcos is chief editor at Geográfica Editora, and serves as rights director at Riggins Rights Management. For almost 10 years Marcos was chief editor with Christianity Today Brazil (*Cristianismo Hoje*). He earned a Ph.D. in religious studies, and publishing certificates from the University of Chicago, Yale University, and others. He taught a business course with Magazine Training International in India in 2016 and workshops online.

## YOU ARE INVITED

### PUBLISHING IN A DIGITAL WORLD

Three-day workshop

29 April - 1 May 2024

*Register now*



For more information

<https://magazinetraining.com/event/publishing-in-a-digital-world/>

To contact

contactmti@magazinetraining.com

+91 70347 49000

## OFFERED IN PARTNERSHIP



### MAGAZINE TRAINING INTERNATIONAL

5801 N. Union Blvd. Ste. 105  
Colorado Springs, CO 80918  
<https://magazinetraining.com>  
+1 719 598 9743



### SATHYAM MINISTRIES

Thottabhogom P.O.  
Thiruvalla  
Kerala, India 689541  
<https://sathyam.org>  
+91 703 474 9000



## PUBLISHING IN A DIGITAL WORLD

### THE BUSINESS OF MAGAZINE PUBLISHING FOR TODAY

A three-day professional workshop for Christians in publishing

29 APRIL - 1 MAY 2024

## BANGALORE, INDIA

SAIACS CEO CENTRE

**MAGAZINE TRAINING INTERNATIONAL**  
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