<table>
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<th>AMIC Workshop on Newspaper Circulation and Advertising Development : Dhaka, Sep 19-22, 1993 : [programme and list of participants]</th>
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Programme
and List of Participants
PROGRAMME

DAY ONE

09:00 - 09:30  Opening Session

Welcome Remarks

Saleem Samad
Executive Director
Development Features

Orientation to Workshop Programme

Virgilio S. Labrador
Head
Seminars and Institutional Development Programme
AMIC

09:30 - 10:30  Presentation of Survey Results:

Newspaper Circulation and Advertising in Bangladesh: A Baseline Survey

Saleem Samad
Executive Director
Development Features

S.M. Ali
Editor
Daily Star

10:30 - 11:00  Tea
11:00 - 12:00  Discussion of Survey Results:  
Implications for Newspaper Development  
Facilitator  
Virgilio S. Labrador

12:00 - 13:00  Lecture cum Discussion:  
Principles of Marketing/Market Research: Applications to Newspaper Management  
Sanjoy Ghosh  
City Desk Communication

13:00 - 14:00  Lunch

14:00 - 15:30  Workshop Exercise:  
Audience Identification and Segmentation  
Facilitator  
Virgilio S. Labrador

15:30 -16:30  Lecture cum Discussion:  
Strategies for Circulation and Market Development  
Sanjoy Ghosh  
City Desk Communication

16:30 - 17:00  Tea
DAY TWO

09:30 - 11:00  Workshop Exercise (Based on Survey Data):
               Circulation/Marketing Plan

               Facilitator
               Sanjoy Ghosh

11:00 - 11:30  Tea

11:30 - 13:00  Feedback Session on Workshop Outputs

13:00 - 14:00  Lunch

14:00 - 15:30  Lecture cum Discussion:
               Selling Display, Feature and Special Supplement Advertising

               Arup M. Roy
               Business Manager
               Indian Express Group

15:30 - 16:30  Lecture cum Discussion:
               Developing Classified Ads

               Virgilio S. Labrador
               Head
               SIDP, AMIC

16:30 - 17:00  Tea
DAY THREE

09:30 - 11:00  Workshop Exercise (Based on Survey Data):
   Advertising Development Plan

   Facilitator
   Virgilio S. Labrador

11:00 - 11:30  Tea

11:30 - 13:00  Feedback Session on Workshop Outputs

13:00 - 14:00  Lunch

14:00 - 15:30  Lecture cum Discussion:
   Other Revenue-Earning Strategies for Small to Medium Newspapers

   Arup M. Roy
   Business Manager
   Indian Express Group

15:30 - 16:30  Workshop Exercise (Based on Survey Data):
   Supplementary Revenue-Earning Plan

   Facilitator
   Arup M. Roy
   Business Manager
   Indian Express Group

16:30 - 17:00  Tea
DAY FOUR

09:30 - 11:00  Lecture cum Demonstration:
Desk-Top Publishing: Applications to Advertising and Income-Generation
Mustafa Jabbar
Ananda Computers

11:00 - 11:30  Tea

11:30 - 12:30  Lecture cum Demonstration:
Increasing Productivity Through Improved Printing Technology
Mustafa Jabbar
Ananda Computers

12:30 - 13:00  Workshop Summary and Closing Session
Nooruddin Al Masood
Secretary
Ministry of Information

Tawhidul Anwar
Director-General
Press Institute of Bangladesh

13:00 - 14:00  Closing Lunch
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