

# Interview schedule

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**Name of client:** Walter Samplonius

**Date of interview:** December 5<sup>th</sup>, 2024

**Time of interview:** 13:00-13:30

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## Opening:

### **Introduction:**

- Start by introducing yourself and explaining why we are doing this interview.
- Let the client know that the interview will include planned questions, but we can also talk about anything important that comes up.

### **Goal of the interview:**

- To learn about how running a newspaper agency works, the issues involved and how technology helps.

### **Interview duration:**

- 30 minutes

## Main part:

### **Topic 1:** Changes in the newspaper Industry

- **Main Question:**
  - How has the newspaper business changed in the last 20 years?
- **Follow-up Questions:**
  - What changes have affected your agency the most?
  - What do you think the future of newspapers will look like?

### **Topic 2:** Running a newspaper Agency

- **Main question:**
  - What are the hardest parts of running your agency?
- **Follow-up questions:**
  - How do you keep your team working well together?
  - Are there any tools or methods you use to make work easier?

### **Topic 3: Using technology**

- **Main question:**
  - How has technology helped your agency?
- **Follow-up questions:**
  - Do you use tools like time-tracking or monitoring systems? If yes, how?
  - What kind of technology would you like to use in the future to help your work?

### **Ending the interview**

- **Any remaining questions or comments?**
  - Ask Walter if there's anything else he'd like to add or ask.
- **Final remarks:**
  - Summarize what we talked about and thank Walter for his time.