

From Print to Digital and Tablet Publishing –  
Giving customers the content they need in a format they demand



The Specialized Information Publishers Association  
and VNR Verlag für die Deutsche Wirtschaft AG present



From Print to Digital and Tablet Publishing –  
Giving customers the content they need in a format they demand

March 28 – 30<sup>th</sup>, 2012 · Munich, Germany · Literaturhaus

This intensive 1½ day summit will reveal the latest money-making strategies in publishing and show how to get the most out of print and digital publishing and marketing strategies.

**YES! We want to learn the latest trends and techniques in Specialized Information Publishing.**

- SIPA-members:  1 delegate: € 845,-  
 2 delegates: € 795,- each  
 3 delegates: € 745,- each  
 4+ delegates: € 645,- each
- Non-members:  1 delegate: € 895,-  
 2 delegates: € 845,- each  
 3 delegates: € 795,- each  
 4+ delegates: € 695,- each

Registrations must be in writing and faxed to +49 89 291953-69 or emailed to [info@buchakademie.de](mailto:info@buchakademie.de). You can also register online on [www.buchakademie.de](http://www.buchakademie.de)

Please register the following attendees:

First attendee:

Name

- Position
- Please register also for:
- Cocktail Reception (March 28<sup>th</sup>, 2012; free of charge)  
 Bavarian Dinner (March 29<sup>th</sup>, 2012; € 35,-)

Second attendee:

Name

- Position
- Please register also for:
- Cocktail Reception (March 28<sup>th</sup>, 2012; free of charge)  
 Bavarian Dinner (March 29<sup>th</sup>, 2012; € 35,-)

Third attendee:

Name

- Position
- Please register also for:
- Cocktail Reception (March 28<sup>th</sup>, 2012; free of charge)  
 Bavarian Dinner (March 29<sup>th</sup>, 2012; € 35,-)

Fourth attendee:

Name

- Position
- Please register also for:
- Cocktail Reception (March 28<sup>th</sup>, 2012; free of charge)  
 Bavarian Dinner (March 29<sup>th</sup>, 2012; € 35,-)

Additional attendees can be noted on a separate sheet.

**Company Information**

Organization

Address

City, Country

Phone Fax

Email

**Payment method**

We prefer the following payment option (please check one):

Enclosed is our check for €

Please invoice us (must be paid before event)

Billing address, if different

**Cancellation policy**

Cancellations must be in writing and faxed to +49 89 291953-69 or emailed to [info@buchakademie.de](mailto:info@buchakademie.de).

Refunds for cancellations will be given until March 10, 2012 with a € 100,- administration charge assessed per registration.

Cancellations received after March 10, 2012, are nonrefundable. Substitutions may be made at any time.

Date Signature

**Akademie des Deutschen Buchhandels**  
 Salvatorplatz 1, 80333 München, Germany  
 Tel.: +49 89 291953-0  
 Fax: +49 89 291953-69  
 Email: [info@buchakademie.de](mailto:info@buchakademie.de)  
[www.buchakademie.de](http://www.buchakademie.de)

In cooperation with



March 28 – 30<sup>th</sup>, 2012 · Munich, Germany · Literaturhaus

In just 1½ days, you'll meet with top international publishers and explore these successful techniques and strategies:

- The future of publishing – Anywhere, anytime, anyhow
- Moving from print to digital – Developing new products
- Mobile content delivery and its opportunities for marketing, audience development and new revenue streams
- Business and pricing strategies for multi-platform content
- New technologies and workflow requirements
- Successful business and revenue models for publishers
- Marketing strategies online and offline – What's working?
- Effective mobile and social media marketing
- Product delivery and direct sales channels
- E-learning – The right strategies for different market sectors
- International in-depth case studies

To register or for more information,

phone +49 89 291953-51 or go to [www.buchakademie.de](http://www.buchakademie.de)

This intensive 1½ day summit brings you up to date on the latest trends in print, digital publishing, marketing and new business models in the U.S. and Europe:

## Program

### WEDNESDAY, MARCH 28<sup>TH</sup>, 17:00 – 19:00

17:00 – 19:00

#### ■ Cocktail Reception for all Attendees

Take the opportunity to meet and mix with your fellow conference attendees. This is an outstanding opportunity to network and meet the conference speakers in person. The cocktail reception will be held in the unique home of the Munich Book Academy – the conference host institution.

### THURSDAY, MARCH 29<sup>TH</sup>, 9:15 – 19:00

9:15 – 10:00 Registration and Coffee Reception

10:00 – 10:15

#### ■ Conference Welcome and Overview

HELMUT GRAF, *CEO, VNR Verlag für die Deutsche Wirtschaft AG, Germany*  
ANDY McLAUGHLIN, *President, PaperClip Communications, USA*

Join your conference hosts for an overview of the conference, the speakers and the exciting sessions, content and networking opportunities.

10:15 – 10:45

#### ■ Specialized Information Publishing 2012: The Year Ahead

MATT SALT, *Executive Director, SIPA, USA*

Our customers crave focused, accurate quality content that will solve a specific problem, now. But we live in an era of information overkill with too much information in too many formats, most of it not relevant to our customers' needs. In order to be profitable in today's commercial content market, media companies need to connect directly with individual customers and sell them the content they need, in a format they want, when they want it. This session will give you an overview of the market ahead and opportunities for growth.

10:45 – 11:30

#### ■ New Opportunities – Mobile and Social Publishing in Africa

CRAIG RODNEY, *Managing Director, Cerebra Communications, South Africa*

Africa is a continent full of opportunity for those brave and smart enough. This talk will look into the allure of Africa as a growth market for publishers, the dangers and opportunities that await those who tackle this relatively unknown behemoth, and some of the success stories that are unfolding.

11:30 – 11:45 Networking and Coffee Break

11:45 – 12:30

#### ■ Merging with your Competitor and Creating a Strategy for Growth

ROBERT BRADY, *President, Fortis Business Media, USA*

In need of a strategic plan? Learn all about one of the best, BLR's Balanced Scorecard strategic plan. It was initiated after a large merger, so it involved immediate integration efforts and then a detailed, strategic planning process.

12:30 – 13:15

#### ■ Are People Prepared to Pay for News?

##### A Case Study from a Leading Dutch Newspaper

JORIS VAN LIEROP, *Director Digitale Uitgeverij Product Ontwikkeling, FD Mediagroep, The Netherlands*

Paywalls have become a huge question for specialized information companies – how much information should be given for free and what should be put behind it? Joris van Lierop now works for the leading Dutch financial newspaper where a paywall model was successfully introduced in June. Hear about the development of sustainable business models for high quality content and see the data from this particular launch. Will people pay for news? Yes, come see how.

13:15 – 14:30 Lunch

14:30 – 15:15

#### ■ Printed Content is dead. Long live Digital Content!

##### Why the Tablet PC is the new Rising Star of the Gutenberg Galaxy

FLORIN CAMPEANU, *General Manager, Rentrop & Straton, Romania*

- Learn how to package your content digitally, with maximum profits and minimum costs;
- Go West young man? No, go East! Tablet PCs are made in China, but your customers are using them everywhere in the world;
- Don't lose the digital wave! Or the digital sharks will eat you alive!
- Introducing E-Maker: an idea from SIPA's 2010 Marketing Conference, which made 2,000,000 Euros in just one year!

15:15 – 15:45

#### ■ Interactive Roundtables Part I

MODERATOR: ANDY McLAUGHLIN, *President, PaperClip Communications, USA*

SIPA roundtables are always one of the highest-rated sessions of the conference. In this 30-minute session you will gather in small groups and share what's working for you, ask questions and learn from your peers.

##### 1 Key issues for CEOs and Senior Executives

HELMUT GRAF, *CEO, VNR Verlag für die Deutsche Wirtschaft AG, Germany*

##### 2 Email marketing

BOB COLEMAN, *Founder, Coleman Publishing, USA*

##### 3 Selling site licenses/high-priced products

MEG HARGREAVES, *SVP & Publisher, Federal Legislative Services, CQ Roll Call, USA*

##### 4 Social media & social reading: How to make social media work for specialized publishers

ABIKE LISA ULLRICH, *Head of Team Paid Content, DocCheck Medical Services, Germany*

##### 5 Mobile, tablet and apps: What you need to know

CORNELIA SCHULZE, *Senior Vice President, Thieme Publishers International, Germany*

15:45 – 16:00 Networking and Coffee Break

16:00 – 16:45

#### ■ How we Doubled our Income from Existing Customers?

##### From Content to Workflow – A Case Study from a UK Publisher

JESKA HARRINGTON GOULD, *Managing Director, Research Ltd., UK*

Hear a case study of a successful transition from online content provision to adding workflow tools. The transformation allowed them to significantly boost revenue from the existing customer base and become more embedded in customers' work processes. It's the next step on from just cashing in individual subs to a site license for content.

16:45 – 17:30

#### ■ CEO Panel Discussion

##### Publishing Today: Squeezing more Juice from the Lemon

MODERATOR: ANDY McLAUGHLIN, *President, PaperClip Communications, USA*

HELMUT GRAF, *CEO, VNR Verlag für die Deutsche Wirtschaft AG, Germany*

ROBERT BRADY, *President, Fortis Business Media, USA*

JESKA HARRINGTON GOULD, *Managing Director, Research Ltd., UK*

Hear from three CEOs how they are incentivizing their staff, creating more products and growing their businesses in an environment of economic instability. Following the last financial crisis, companies are now staffed at a minimum and yet demands on them are greater than ever and the pressure for increased profit margins builds every day.

17:30 – 18:30 Cocktail Reception

19:00 Bavarian Dinner for all Attendees and Speakers

(please register)

### FRIDAY, MARCH 30<sup>TH</sup>, 8:30 – 13:45

8:30 – 9:00 Coffee Reception

9:00 – 9:45

#### ■ Working in the Cloud. SaaS for Lawyers

GRZEGORZ GIZA, *CEO, Wydawnictwo Wiedza i Praktyka, Poland*

Online services for lawyers are becoming increasingly common. For many lawyers, they are an attractive alternative to the traditional law practice management software installed and maintained on a local server within a law office. SaaS offers significant advantages to businesses and consumers alike, both in its cost and ease of use. See what cloud computing customers will need? What will they ask? And what is the key to a successful cloud computing project?

9:45 – 10:30

#### ■ Specialized Information Publishing in Russia

INGO CLAUS, *Freelance Consultant, Germany*

Is Russia really the big black box in the East? Does the country offer more opportunities than challenges for specialized information publishers? Industry veteran Ingo Claus will show how smaller publishing companies can benefit from the market demand for high-quality information without being trapped by the difficult administrative environment – online and off – in this huge country.

10:30 – 11:00

#### ■ Interactive Roundtables Part II

MODERATOR: ANDY McLAUGHLIN, *President, PaperClip Communications, USA*

##### 1 E-Learning

BOB COLEMAN, *Founder, Coleman Publishing, USA*

##### 2 Running an app portfolio – Best practice for developing and managing successful mobile publishing services

OLAF DEININGER, *Head of Editorial Department/ E-Business Development, Deutscher Landwirtschaftsverlag, Germany*

##### 3 From need discovery to making money: How to develop successful digital products

DR. MARCO OLAVARRIA, *Managing Director, Kirchner + Robrecht management consultants, Germany*

##### 4 Events and conferences for specialized publishers

MARKUS HILLMEIER, *Head of, WEKA Akademie, Germany*

##### 5 Social Media: Getting the message out in the right format

DR. BENEDIKT KÖHLER, *COO, ethority, Germany*

11:00 – 11:15 Networking and Coffee Break

11:15 – 12:00

#### ■ Product Development Case Study: CQ Roll Call Executive Briefings

MEG HARGREAVES, *SVP & Publisher, Federal Legislative Services, CQ Roll Call, USA*

Learn, first hand, how the recent development and rapid launch of CQ Roll Call Executive Briefings, a series of premium, topical blogs covering U.S. political and legislative activity, is serving to better meet high-level, end-user needs and drive new revenue from new users. Meg Hargreaves will present a step-by-step case study covering all phases of development of CQ Roll Call's newest product line, including market research, customer segmentation, development and market launch. Results to date will also be covered.

12:00 – 12:30

#### ■ Baunetz – How's it built?! A specialized portal for professionals in architecture and design

JÜRGEN PAUL, *Managing Director, BauNetz Media, Germany*

12:30 – 13:00

#### ■ Best Practice - Digital business models

13:00 – 13:15

#### ■ Conference Wrap Up

HELMUT GRAF, *CEO, VNR Verlag für die Deutsche Wirtschaft AG, Germany*

ANDY McLAUGHLIN, *President, PaperClip Communications, USA*

13:15 – 14:00 Close, Complimentary Drinks and light hors d'oeuvres

## Speakers

Meet top publishers from the U.S., the UK, South Africa, Germany, Poland, Romania and The Netherlands – and learn how they're succeeding:

Your chance to share experience, ask questions ... and socialize with some of the brightest people in our industry.



ROBERT BRADY, *President, Fortis Business Media, USA*



FLORIN CAMPEANU, *General Manager, Rentrop & Straton, Romania*



INGO CLAUS, *Freelance Consultant, Germany*



BOB COLEMAN, *Founder, Coleman Publishing, USA*



OLAF DEININGER, *Head of Editorial Department/E-Business Development, Deutscher Landwirtschaftsverlag, Germany*



GRZEGORZ GIZA, *CEO, Wydawnictwo Wiedza i Praktyka, Poland*



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JORIS VAN LIEROP, *Director Digitale Uitgeverij Product Ontwikkeling, FD Mediagroep, The Netherlands*



ABIKE LISA ULLRICH, *Head of Team Paid Content, DocCheck Medical Services, Germany*