

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

SIPA Munich 2010—Specialized Information Publishing: Building Profit! Digital Strategies for Success in Today's Specialized Information Marketplace



April 14–16th, 2010 · Munich, Germany · Literaturhaus

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

- Learn how to transform flat print content into dynamic online content
- Hear from business leaders from around the world about publishing models working on continents across the globe
- Listen in as CEOs share the latest money-making strategies and boardroom tactics to take your company to the top
- Participate in interactive sessions where your colleagues will share their latest successes that you will be able to take straight back to your desk and implement for your company and your success
- Hear about innovative processes for integrating content into software, online systems and more—all systems that break the mold for traditional publishing models
- Understand how to use Google to your advantage towards building better profits
- Learn marketing tips, tricks and secrets from one of the most well-established publishers in the USA
- Learn the top six secrets that every publisher needs to know

To register or for more information,

phone +49 89 291953-0 or go to
www.buchakademie.de

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

Program

WEDNESDAY, APRIL 14TH, 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, exchange contact information 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, APRIL 15TH, 9:00 – 19:00

9:00 – 9:30 Registration & Coffee Reception

9:30 – 9:45

■ Conference Welcome & Overview

HELMUT GRAF, *CEO, VNR Verlag für die Deutsche Wirtschaft, 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.

9:45 – 10:15

■ Specialized Information 2010: Strengths, Trends and Opportunities

ED COBURN, *Publishing Director, Harvard Health Publications, USA*

2010 has rolled in with great promise for specialized information publishers. Shaking off some of the worst economic conditions in decades and with many SIPA publishers poised for growth and excited about the opportunities in front of them and optimistic about what a strong year 2010 is going to be for them. SIPA President will outline for you the outlook and opportunities for publishers moving forward.

10:15 – 11:00

■ Business Case Study: Building an Online Research Tool From a Print Loose Leaf Product: Creating User-Friendly Online Content from Static Data

DR. LUDGER KLEYBOLDT, *Director, Verlag Neue Wirtschafts-Briefe, Germany*

Many publishers face the same dilemma—mountains of great content locked in an old stale format. Hear the exciting story of how one publisher created vibrant online content and a viable business model using one of their print loose leaf products. Learn how you can refresh revenue streams from old line print products

11:00 – 11:15 Coffee & Networking Break

11:15 – 12:00

■ Panel: Building User Friendly Content: Tools, Apps and Widgets

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

Panel:

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

REINER GEBERS, *Managing Director, WEKA Austria, Austria*

PHIL BINKOW, *CEO, The Accounts Payable Network, USA*

ROBIN CRUMBY, *Managing Director, Melcrum Publishing, UK*

Hear seasoned publishers talk about the tools, applications and widgets that can make the front end usability of any content site make the user/client want to come back for more. And, when the client wants more that means recurring revenue for the company. Then, listen in as the whole panel discusses the trends in content usage, applications and what publishers are doing to ensure that the content mix is user friendly and presented on the tools the client is demanding.

12:00 – 12:45

■ Business Case Study: Building a Successful Membership Portal

PHIL BINKOW, *CEO, The Accounts Payable Network, USA*

The membership portal is considered the business model of the future for many publishers—Hear not only about this success story but about the critical metrics, the sales strategies and techniques, and the overall business model for success—walk away with the tools and techniques to design the model for a membership portal in your market.

12:45 – 13:30 Lunch Break

13:30 – 14:00

■ CEO Chat

Hear four CEO/Publishers talk about the most pressing issues of the day and field questions from the audience. Learn more about the business strategies that are creating new revenue streams, reinventing the content mix and building the bottom line.

14:00 – 14:30

■ Interactive Roundtables

Roundtables are an exciting opportunity to interact with your colleagues. During the interactive roundtables you'll have an opportunity to work with your roundtable leader to focus in on a specific topic and share information, ideas and strategies on that topic. You will walk away with ideas you can put to use right away and concepts you can apply when you get back to your office.

1 Establishing SEO in a Multi-Divisional and Geographically Spread Publishing Group

CHRISTIAN ROSE, *WEKA Business Information, Germany*

2 Editorial & Marketing: From Print to Online and Back

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

3 Research/Consultancy: How to Turn a Newsletter into a 20,000 Euro Membership Service

ROBIN CRUMBY, *Managing Director, Melcrum Publishing, UK*

4 Paid Membership Websites—How to Generate Online Profits

FILIP NOWICKI, *President, Wydawnictwo Wiedza i Praktyka, Poland*

5 10 Top Tips for E-Mail-Marketing. Do You Really Need Targeting?

DR. HARALD FELDKAMP, *Head of E-Business, VNR Verlag für die Deutsche Wirtschaft, Germany*

6 Twitter, Blogs and Video—Using Online Tools to Draw Attention to Your Product and Your Brand

BOB COLEMAN, *Founder of Coleman Publishing, USA*

14:30 – 15:15

■ Moving Content Online: Practical Solutions to Common Problems

WOUT VAN DER POEL, *Managing Director, WEKA Uitgeverij, the Netherlands*

The race is on to move content from print to online formats but problems often arise. Learn lessons from one publisher and understand how to avoid common mistakes with these practical and hands on ideas from a publisher who has successfully navigated the bumpy road of building functionality, search and navigation for online libraries of content.

15:15 – 15:30 Coffee & Networking Break

15:30 – 16:15

■ Combining Software with Content as a Business Model: Making People more Productive

DR. MICHAEL RÖCHNER, *Founder of Addison Software & Service, Germany*

Publishing goes Software. As publishers lose market share in their print driven models and try to shift to online models some basic questions linger about the viability of the content portal. Will it prove to be a viable recurring revenue stream? Or will it constantly struggle against the array of free and paid competition?

Hear about one business model that looks to 'own the desktop' by combining software and content. It's an approach that can dramatically change the process of information solutions and can reposition information providers. This exciting session will provide specific examples which show the outcome of integrated solutions including the economic benefits.

16:15 – 17:00

■ Monetizing Google: Strategizing for Search, Your Content and Building Revenue

NIELS DÖRJE, *Partner of Tandler Doerje Partner, Germany*

Join an ex-Google staff member as he passes on tips and techniques on how you can integrate search strategy into your overall business plan to ensure you are maximizing your online revenue opportunities.

17:00 – 17:15

■ Wrap of the Day. Questions and Answers with Speakers

ANDY McLAUGHLIN, *PaperClip Communications, USA*

17:15 – 18:15 Close and Complimentary Drinks

19:00 Bavarian Dinner for all Delegates and Speakers

FRIDAY, APRIL 16TH, 8:00 – 13:45

8:00 – 8:30 **Coffee Reception**

8:30 – 9:15

■ **E-Sales Campaigns: What's Working, What's Not & What We've Learned** DENISE ELLIOTT, *Vice President, The Kiplinger Washington Editors, USA*

In a company that is nearly 100 years old, direct mail has ruled the marketing domain—but as the economy shifts, e-marketing has become a critical component. Hear this publishing veteran discuss e-marketing; testing landing pages, offers, banner ads, ad networks, behavioral targeting, and more. More importantly, you'll hear what is working, what is not working, what it costs, and how Kiplinger is trying to scale-up the operation to make it a larger percent of their orders.

9:15 – 10:00

■ **Dancing with Bears: Learning the Essential "E"-Moves on the Russian Professional Publishing Market**

HOLGER ZSCHEYGE, *Managing Director, Infotropic Media, Russia*

The Russian market offers opportunities that many global publishers may be missing. And although many Russians like to see Russia as 'different', the local professional publishing market has the same basic rules as everywhere. Many foreign publishers have failed in Russia—come to this session to learn how to move in synch with the Russian locals and take advantage of the opportunities that the Russian professional publishing community has to offer.

10:00 – 10:15 **Coffee & Networking Break**

10:15 – 11:00

■ **Interactive Roundtables**

1 **Establishing SEO in a Multi-Divisional and Geographically Spread Publishing Group**

CHRISTIAN ROSE, *WEKA Business Information, Germany*

2 **Editorial & Marketing: From Print to Online and Back**

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

3 **Research/Consultancy: How to Turn a Newsletter into a 20,000 Euro Membership Service**

ROBIN CRUMBY, *Managing Director, Melcrum Publishing, UK*

4 **Paid Membership Websites—How to Generate Online Profits**

FILIP NOWICKI, *President, Wydawnictwo Wiedza i Praktyka, Poland*

5 **10 Top Tips for E-Mail-Marketing. Do You Really Need Targeting?**

DR. HARALD FELDKAMP, *Head of E-Business, VNR Verlag für die Deutsche Wirtschaft, Germany*

6 **Twitter, Blogs and Video—Using Online Tools to Draw Attention to Your Product and Your Brand**

BOB COLEMAN, *Founder of Coleman Publishing, USA*

11:00 – 11:45

■ **Building Workflow Solutions from Print Products**

LOUISE WHITE, *Group Marketing Director, Incisive Media, UK*

As customers search for more efficient ways to work, hear the story of how one publisher met the customer where they worked—at the point of workflow. By turning print products into a single online workflow solution—with a corporate licence and membership model. Learn what's worked and lessons learned in this real world case study.

11:45 – 12:30

■ **The Top Six Secrets Every Publisher Needs to Know**

ANDY McLAUGHLIN, *President, PaperClip Communications, USA*

Over the past 12 months, conference chairperson, Andy McLaughlin has helped plan conferences in London, Washington DC and Munich. While hopping continents and attending and planning conferences he's picked up six critical secrets that every publisher needs to know—some that he's picked up from the speakers at this very conference. Don't miss this rousing closing session—where you'll gain six must know things to do when you get back to your desk Monday morning.

12:30 – 12:45

■ **Conference Close**

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

12:45 – 13:45 **Close and Complimentary Drinks and Fingerfood**

(Program and speakers are subject to change without notice.)

Speakers

Meet top publishers from the U.S., the UK, the Netherlands, Germany, Russia, Poland and Romania—and learn how they're succeeding:

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



PHIL BINKOW, CEO,
The Accounts Payable Network, USA



FLORIN CAMPEANU, General Manager,
Rentrop & Straton, Romania



ED COBURN, Publishing Director,
Harvard Health Publications, USA



BOB COLEMAN, Founder of
Coleman Publishing, USA



ROBIN CRUMBY, Managing Director,
Melcrum Publishing, UK



NIELS DÖRJE, Partner of
Tandler Doerje Partner, Germany



DENISE ELLIOTT, Vice President,
The Kiplinger Washington Editors, USA



DR. HARALD FELDKAMP, Head of E-Business,
VNR Verlag für die Deutsche Wirtschaft, Germany



REINER GEBERS, Managing Director,
WEKA Austria, Austria



HELMUT GRAF, CEO,
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DR. LUDGER KLEYBOLDT, Director,
Verlag Neue Wirtschafts-Briefe, Germany



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LOUISE WHITE, Group Marketing Director,
Incisive Media, UK



HOLGER ZSCHEYGE, Managing Director,
Infotropic Media, Russia



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This intensive 1½ day summit will address the key areas: Product Transition from Print to Online, Marketing Transition—From Print to Digital Marketing, Crossmedia Strategies and Country Cases/Successful Business Models.

YES! We want to learn the latest trends and techniques in online specialized information publishing.

Regular registration fee for the main conference: € 790,—
20% off for two registrants, 25% for three registrants,
and 30% for four registrants or more.

Registrations must be in writing and faxed to +49 89 291953-69
or emailed to info@buchakademie.de. To register you can also go to
www.buchakademie.de

Please register the following participants for:

First participant

Name

Title

Organization

Address

City, Country

Phone Fax

Email

Second participant

Name

Title

Organization

Address

City, Country

Phone Fax

Email

Please register also for:

- Cocktail Reception (April 14th, 2010; free of charge)**
- Bavarian Dinner (April 15th, 2010; free of charge)**

Payment method

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

- Enclosed is our check for €
- Please bill us (must be paid before event)

Billing address, if different

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Cancellation policy

Cancellations must be in writing and faxed to +49 89 291953-69 or
emailed to info@buchakademie.de.

Refunds for cancellations will be given until April 6, 2010 with a € 100,—
administration charge assessed per registration.

Cancellations received after April 6, 2010, 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
www.buchakademie.de

In cooperation with

