



April 6–8<sup>th</sup>, 2011 · 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 digital publishing and marketing strategies.

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

- SIPA-members:  1 delegate: € 845,-  
 Membership number:  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**. To register you can also go to **www.buchakademie.de**

Please register the following attendees:

First attendee:

Name

Position

Please register also for:

- Cocktail Reception (April 6<sup>th</sup>, 2011; free of charge)  
 Bavarian Dinner (April 7<sup>th</sup>, 2011; € 25,-)

Second attendee:

Name

Position

Please register also for:

- Cocktail Reception (April 6<sup>th</sup>, 2011; free of charge)  
 Bavarian Dinner (April 7<sup>th</sup>, 2011; € 25,-)

Third attendee:

Name

Position

Please register also for:

- Cocktail Reception (April 6<sup>th</sup>, 2011; free of charge)  
 Bavarian Dinner (April 7<sup>th</sup>, 2011; € 25,-)

Fourth attendee:

Name

Position

Please register also for:

- Cocktail Reception (April 6<sup>th</sup>, 2011; free of charge)  
 Bavarian Dinner (April 7<sup>th</sup>, 2011; € 25,-)

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.

Refunds for cancellations will be given until March 22, 2011 with a € 100,- administration charge assessed per registration.

Cancellations received after March 22, 2011, are nonrefundable. Substitutions may be made at any time.

Date Signature



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 www.buchakademie.de

In cooperation with



April 6–8<sup>th</sup>, 2011 · Munich, Germany · Literaturhaus

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

- Hear what publishers from around the world think about the latest money-making strategies and how they are positioning their companies for future growth
- Learn how to make social media work for Specialized Information Publishers
- Learn how to transform flat print content into dynamic online content
- 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
- Discover successful business and revenue models
- Learn how publishers are building iPad and iPhone applications to sell more products, increase subscriptions and boost online revenues
- Hear how to make out of cloud computing a safe and secure benefit for publishers
- Learn how to boost your SEO performance from one of the global experts in this field

To register or for more information,

phone +49 89 291953-0 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 online publishing, marketing and content models in the U.S. and Europe:

## Program

### WEDNESDAY, APRIL 6<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, 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 7<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 2011: Find and be found

MATT SALT, *Executive Director, SIPA, USA*

The thirst for quality, paid content is greater than ever. Customers are searching offline, online, on mobile devices, via apps and even up in the cloud. How do SIPA members stand out amid a mass of noise and distraction? With so many marketing options, how do we know which one to focus on that will find those searchers? Because to find or be found is our ultimate goal.

10:45 – 11:30

#### ■ Transforming a Print Media Company to an Online Multi-Media Powerhouse: A Case Study of Business Monitor International

RICHARD LONDESBOROUGH, *Managing Director, Business Monitor International, UK*

To survive in the specialized information industry, successfully converting your products to a form of electronic access or delivery is essential. For some, it has meant throwing out the tried-and-true business models, forcing them to question their foundational economics. This session will feature a case study from a U.K.-based publishing company that has done just that and not only survived, but thrived.

11:30 – 11:45 Networking and Coffee Break

11:45 – 12:30

#### ■ SEO for Publishing Companies: 5 Best Practices from the US

ALESSANDRO AGOSTINI, *Managing Director, Bruce Clay Europe, Italy*

Search engine optimization is not a “set it out and forget it” process. It requires constant attention and analysis to be sure that the right message is getting to the right audience at the right time. Simply ranking well is only part of the formula, getting people to click through to your website and integrate it with your offline marketing is where the profits lie. In this session, one of the global leaders in this field will demonstrate how implementing best practices from the U.S. could boost your SEO performance.

12:30 – 13:15

#### ■ Google AdWords: 2010 Review and Critique

PATRICIA SPARACIO, *Department Head, VNR Verlag für die Deutsche Wirtschaft AG, Germany*

Someone on the internet is searching for information. You have that information and would love to sell it to them. Paid search is an effective way to bring those searchers to your site—your landing page and hopefully your e-commerce system. This session is a case study from 2010 reviewing what one company did, how it worked and what lessons can be learned from working with the ever-changing Google algorithm.

13:15 – 14:30 Lunch

14:30 – 15:15

#### ■ Multi-Channel Marketing Panel

The complexities of multi-channel marketing can be daunting and can seem to exponentially increase the variables a marketing manager must manage. The stakes are high, but for many publishers, innovatively delivering a higher ROI from their marketing program through integrated multi-channel solutions is the key to success. In this session you will hear from managers who are living this and how they are managing their people, their products, their marketing collateral and above all the ever-increasing expectations and demands from senior management.

15:15 – 15:45

#### ■ Interactive Roundtables Part I

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

##### 1 How to Make Social Media Work for Specialized Publishers

DR. FRANK ANTWERPES, *CEO, DocCheck, Germany*

##### 2 Editorial and Marketing: Time to Become Friends

t.b.a.

##### 3 How Publishers are Building iPad and iPhone Applications

DR. ALEXANDER TROMMEN, *CEO, SmartRunner and Appsfactory, Germany*

##### 4 Effective Email Marketing

t.b.a.

##### 5 E-Content Production and Publication

CHRISTIAN KOHL, *Senior Manager E-Production, Walter de Gruyter, Germany*

##### 6 Paid Membership Websites – How to Generate Online Profits

t.b.a.

15:45 – 16:00 Networking and Coffee Break

16:00 – 16:30

#### ■ The Future: Beyond Content and Up into the Cloud

MICHAEL ROSBACH, *Director of Sales, Scopevisio, Germany*

If you use Google Docs or access email via a web browser, you're already versed in cloud computing. Access to web-based material is rapidly taking the place of slow, frustrating downloads. Early on, cloud computing focused on software as a service (SaaS) application, but Amazon, Netflix, Google, Apple, Microsoft and others are now tapping the cloud for content delivery (some focusing on content creation/management). The centralization of cloud-based content raises issues about how to monetize it, system reliability, open vs. closed clouds and the potential for lock in (or lock out), all critical to the specialized information publisher. In this session you will hear how one firm has been able to allay those fears and make the use of the cloud a safe and secure benefit for the publisher.

16:30 – 17:00

#### ■ CEO Panel Discussion

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

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

CINDY CARTER, *President, FDAnews, USA*

RICHARD LONDESBOROUGH, *Managing Director, Business Monitor International, UK*

The panel discussion will follow directly on from the previous presentation and discuss its implications from a publisher's perspective. Publishers are being put under intense pressure to increase margins each year and organic growth of 5% isn't cutting it with their boards. Thinking beyond content to new non-traditional products may be the solution, but it is not without risks. Hear what three veteran publishers think and how they are positioning their companies for future growth.

17:00 – 17:15

#### ■ Day One Conference Wrap Up

ANDY McLAUGHLIN, *President, PaperClip Communications, USA*

17:15 – 18:15 Cocktail Reception

19:00 Bavarian Dinner for all Attendees and Speakers

(please register)

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

8:30 – 9:00 Coffee Reception

9:00 – 9:45

#### ■ The Trials and Tribulations of Marketing in a List Vacuum:

##### South Africa: A Direct Marketing Case Study

ANNABEL KOFFMAN, *Group Publisher, Fleet Street Publications, South Africa*

Eleven years ago when Bill Bonner of Agora, Inc. and David Gibson, former managing director of Fleet Street Publications UK, joined forces and opened an office in South Africa, they recognized a market craving dedicated research and life-changing ideas and information. Today they are South Africa's largest publisher of business, investment, health and lifestyle tips and advice. This case study details the journey and how by producing quality information, they built a loyal, returning and ever-expanding customer base.

9:45 – 10:30

#### ■ How to Manage a Multi-Media, Multi-Vertical Publishing Company During Times of Change

JARMO ROSENBERG, *Managing Director and Publisher, Edita Publishing Oy, Finland*

Despite harsh economic times and a slight decrease in top-line revenue, the publishing arm of Edita PLC, Edita Publishing Oy, managed to increase operating profit in 2010. How you may ask? In this 45-minute session, you will hear how this can be achieved with a laser-like focus on the development of internal intellectual capital and success in gaining commitment from and recruiting key personnel. You will learn what management incentives were used and how they are continuing to be managed.

10:30 – 11:00

#### ■ Interactive Roundtables Part II

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. Choice as on the previous day.

11:00 – 11:15 Networking and Coffee Break

## Speakers

Meet top publishers from the U.S., the UK, South Africa, Germany, Finland and Italy—and learn how they're succeeding:

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



ALESSANDRO AGOSTINI,  
*Managing Director, Bruce Clay Europe, Italy*



DR. FRANK ANTWERPES, *CEO, DocCheck, Germany*



CINDY CARTER, *President, FDAnews, USA*



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



ANNABEL KOFFMAN, *Group Publisher, Fleet Street Publications, South Africa*



CHRISTIAN KOHL, *Senior Manager E-Production, Walter de Gruyter, Germany*



RICHARD LONDESBOROUGH, *Managing Director, Business Monitor International, UK*



RICK LONGENECKER, *President, The Armature Group, USA*

11:15 – 12:00

#### ■ How to Build a Publishing Company in Eastern Europe

DR. REINHARD SANDER, *recently retired former MD of a leading German publishing company, Germany*

Having gone through the trials and tribulations of starting and developing various publishing companies in Eastern Europe in the '90s—and still succeeding today—Dr. Sander is uniquely qualified to deliver this session. Starting an “Eastern European” publishing business today means meeting a growing list of demands: learning the characteristics of very different countries and markets; finding the right recruiting and compensation plans; straddling the legal and financial systems; assessing risk; and managing expectations and demands. It's a long way from where it used to be, but it's still a huge challenge.

12:00 – 12:45

#### ■ Email Marketing Strategies

CINDY CARTER, *President, FDAnews, USA*

JAN SCHNEIDER, *Head of Online Marketing, FID Verlag, Germany*

The challenges are many in the world of email marketing: How do I build my list? How often should I mail? Am I better off using an ESP or mailing from my own IP? What's the best way to structure my offer? What do I do with bounces? How do I segment my list and target my offer? In this session, two seasoned publishing professionals will share their best ideas on these topics and more. No ivory-tower theory, just real-world advice from expert marketers.

12:45 – 13:30

#### ■ Integrating Telesales Across Your Marketing Channels

RICK LONGENECKER, *President, The Armature Group, USA*

Whether you are launching a telesales team or looking to improve one, this session will provide you with a framework to double your average revenue per sale, cut your sales cycle time in half, double your close ratio, and cut selling expenses. It will show you techniques for managing the cultural friction between direct marketing and direct selling. And we will provide you with a product knowledge training tool for educating sales reps in days not months that will enable them to generate revenue from new offerings or mergers on the first day.

13:30 – 13:45

#### ■ Conference Wrap Up

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

13:45 – 14:15 Close and Complimentary Drinks and light hors d'oeuvres



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MICHAEL ROSBACH, *Director of Sales, Scopevisio, Germany*



JARMO ROSENBERG, *Managing Director and Publisher, Edita Publishing Oy, Finland*



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