

## SIPA UK 15<sup>th</sup> Annual Conference and Exhibition:

### PRE-CONFERENCE DISCUSSION FORUMS

SIPA UK, Tuesday 7 July 2009, Tower Hotel, St Katharine's Way, London E1W 1LD

**SAVE £30** when you book either or both of these sessions plus a place at the conference on 8 July!

<p><b>09.30 – 13.00</b> <b>Senior Marketers' Forum</b></p> <p>This discussion group will be run by:</p> <p><b>Jeanne Hopkins, Chief Marketing Officer, Marketing Sherpa</b></p> <p><b>Louise White, Group Marketing Director, Incisive Media</b></p> <p><i>Topics to be raised include:</i></p> <ul style="list-style-type: none"> <li>• How do I manage a subscription business in a downturn?</li> <li>• Should I focus on renewals, yield or new business?</li> <li>• How do I communicate with and incentivise my sales teams, and help them meet their goals?</li> <li>• Publishing business models are changing - how do I make change happen and not get left behind?</li> <li>• My marketing budgets are being cut – how can I get results with less money?</li> <li>• How can social networks, Twitter and LinkedIn drive leads and sales?</li> <li>• How do I retain every hard-won customer?</li> <li>• How do I motivate myself and staff in tough times?</li> <li>• How can I manage email marketing volumes when everyone thinks it's cheap/free?</li> <li>• How do I grow my database with no money?</li> </ul>	<p><b>14.00 – 17.00</b> <b>Publishers' Forum</b></p> <p>This discussion group will be led by:</p> <p><b>Victoria Mellor, Chief Executive, Melcrum Publishing</b></p> <p><b>Paul Smith, Managing Director, Kable (Guardian Professional)</b></p> <p><i>Topics to be raised include:</i></p> <ul style="list-style-type: none"> <li>• Are B2B editors really just marketers in disguise?</li> <li>• Business plans – planning for the future in an uncertain environment</li> <li>• Building an enthusiastic and effective team</li> <li>• Are online publishers becoming more technology, than content, driven?</li> <li>• How to create and monetise user-generated online content</li> <li>• Maximising your web design for ROI to turn browsers into buyers</li> <li>• Incremental revenue ideas for tough times</li> <li>• Managing editorial staff development (when pay rises aren't an option)</li> <li>• Building your business for sale (or why a three year plan is important)</li> <li>• KPIs – are you measuring and tracking the right things?</li> <li>• The role of editorial in community building</li> </ul>
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Each Forum costs £129 + VAT (£179 + VAT non-members) unless you are attending the conference, when the price will be £99 + VAT each (£149 + VAT non-members).

**Book your place today (*and save money with our earlybird rate*)**

To book your place on the discussion forums and / or the main conference, please complete and return the form. Alternatively, email SIPA UK at [uksipa@btconnect.com](mailto:uksipa@btconnect.com).

**SIPA UK CONGRESS 2009**  
**15<sup>TH</sup> Annual Conference & Exhibition for Specialised Information Providers**

*Tuesday 7 – Wednesday 8 July 2009, 09.00 – 17.00*  
*The Tower Hotel, St Katharine's Way, London E1W 1LD*

Please complete all parts of the form in block capitals and return with payment details to:

**SIPA UK Ltd, Cliveden House, 19-22 Victoria Villas, Richmond, Surrey TW9 2JX**  
**Tel / fax: 44 (0)20 8288 7415 ~ E: [uksipa@btconnect.com](mailto:uksipa@btconnect.com) ~ [www.sipauk.com](http://www.sipauk.com)**

- Please book my Conference places on 8 July as below at the **extended early bird discount rate** before 29 May
- Please sign me up for the Discussion Forums on 7 July - £30 discount on each if I also attend the conference
- Please send me information on how SIPA membership can save me money

Name \_\_\_\_\_ Position \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

SIPA member:  Yes  No Member of:  DPA  ALPSP  PPA

Dietary requirements: Vegetarian  Yes  No

Other special needs? .....

**Pricing details**

<b>Conference and Exhibition on 8 July:</b>	<b>Earlybird price before 29 May</b>	<b>Normal rate</b>
<input type="checkbox"/> SIPA non-members	£427.00 + VAT each	£477 + VAT each
<input type="checkbox"/> SIPA members: 1 delegate	£327.00 + VAT	£377 + VAT
2 delegates	£297.00 + VAT each	£337 + VAT each
3+ delegates	£267.00 + VAT each	£297 + VAT each

**Discussion Forums on 7 July:** *(please tick which session you would like to attend)*

- Morning: Senior Marketers' Discussion Forum £129 + VAT members, £179 + VAT non-members each
- Afternoon: Publishers' Discussion Forum £129 + VAT members, £179 + VAT non-members each
- Discounted price for attendees to the conference £99 + VAT members, £149 + VAT non-members each

- I enclose a cheque made payable to SIPA
- Please invoice me (**payment must be received before the conference**)
- Please debit my MasterCard / Visa Amount: £ \_\_\_\_\_

Credit card no: \_\_\_\_\_ Last 3 nos on back of card: \_\_\_\_\_

Signature: \_\_\_\_\_ Name on card: \_\_\_\_\_ Expiry date: \_\_\_\_\_

A VAT invoice will be supplied. VAT registration no: GB 709 9496 81. Registered company no. 6756826

**CANCELLATIONS: Please note – no refunds will be given after 30 June 2009.**

If you have to cancel your booking, please send a written cancellation by letter or fax to 020 8288 7415 or email to [uksipa@btconnect.com](mailto:uksipa@btconnect.com) not less than 7 working days before the conference. A refund of your fee less a 10% administration charge will be sent to you. After 30 June we cannot accept any cancellations, and the full fee is payable. This also applies to people who don't show up on the day.

**Substitute bookings** will be accepted – please let the SIPA UK office know the name of the substitute.

