

# SIPA UK Online Publishing & Marketing Summit 2009

Thursday 19 November 2009, 09.30–17.30, Novotel London Tower Bridge, London EC3N 2NR

*Earlybird discount before 4 November! – see over for details*

## PROGRAMME (subject to change without notice)

The day will be divided into presentations and a choice of round table workshops, and will focus on practical case studies and best practice. The programme includes:

**09.30 Welcome and Introduction** – Louise White, Group Marketing Director, Incisive Media

**09.40 KEYNOTE 1: Media fragmentation and social technologies are opening the door to a new era for specialist media** – find out how to adapt to a world of global mass niche publishing  
*David Cushman, Managing Director, social technologies consultancy 90:10 Ltd*

- Why the internet-powered long tail of demand is a disaster for traditional broad mass media models but a huge opportunity for specialists
- How fragmentation means you can never hope to target all emerging niche communities - and what you can do to counter that
- Why the control of content production, distribution and user experience is now in the hands of everyone - and what that means for publishers
- Why we need to think of specialist content as 'social objects' to discover where the ROI will come from when nobody wants to pay for content and no one clicks on the ads

**10.30 KEYNOTE 2: How the rapid developments in online publishing will permanently change the way we do business**  
*Julian Turner, Chief Executive, Electric Word plc*

- The state of play in online specialist information publishing across consumer, professional and b2b areas
- Different strategies for online content and online marketing channels
- Online publishing – the next generation: challenges and opportunities for 2010 and beyond

**11.00 COFFEE BREAK**

**11.30 ROUND TABLES – Marketing and Publishing**

Each round table session features a 15 minute practical case study from each of the two hosts, followed by 45 minutes of discussion.  
One table each on marketing and publishing will be running at the same time.

**Choose from:**

**MARKETING: Latest Trends in Email Marketing**  
*Riaz Kanani, Director of Marketing International, Silverpop*  
*Nic Laight, Managing Director, Canonbury Publishing*

In today's world of fragmented marketing messages and increasing consumer apathy towards marketing, email marketing remains the best communication method to engage directly with your audience. This session will include:

- How the publisher Telegraaf has built engagement with their audience to increase their advertising returns
  - How National Express and Encyclopaedia Britannica used innovative email marketing techniques to broaden their audience and increase revenue
  - How trigger emails and automated campaigns can boost your revenue
  - How to combine online and offline channels to create sales momentum
  - Using the e-charm offensive to boost sales and renewals
  - Plus: the truth about Google Adwords
- **Discussion**

**OR**

**PUBLISHING: Digital Publishing: E-Readers, iPhone Apps and Beyond**  
*Dominic Jacquesson, Director, Ink On Dead Trees and former COO at Electric Word plc*  
*Ed Coburn, Publishing Director, Harvard Health Publishing*

- What's special about eReaders? – demonstration – see for yourself!
- What's the market for eReaders? What's driving the growth?
- How will eReaders improve, and when?
- Two future scenarios for where eReader device technologies are heading - a) faster, colour eInk displays, versus b) tablets with LCD displays.
- How will the growth of the eReader market impact on publishers?
  - by format: books, textbooks, newspapers, newsletters, magazines, websites
  - by area of business: content licensing, revenue-sharing, aggregation, production & design, subscription sales & management, then looking at longer-term impact on editorial and advertising
  - implications for your staff training and recruiting
  - relative power of channel owners (major device makers) versus power of content owners (publishers): threat vs opportunity?
- Get into your customer's business process: iPhone apps and other software
- What should publishers be doing now?
- **Discussion**

#### 12.45 LUNCH

#### 13.45 Choose from:

##### **MARKETING: Transitioning Products from Print to Online**

*Louise White, Group Marketing Director, Incisive Media*  
*Vicky Priest, Marketing Manager, Emap Inform*

**Louise White** is leading a business transformation project to transition the Incisive subs business from individual print subscriptions to portal driven site licenses and membership models. She will talk through a case study of taking 4 newsletters and 2 magazines down to one magazine and a portal.

**Vicky Priest** is in the process of developing three primarily print based magazines to digitally led products. She will explain the decisions, processes and lessons learnt of one of these developments – adding a digital data product to a traditional print subscription package (and getting people to use it).

- Finding and developing 'actionable content' that your readers want to use
- Looking beyond short term revenue gain and developing sustainable strategies
- Why doing proper customer research will make you change
- Why a stepped subscription model can do more harm than good
- The process of building a new subscription portal
- How to get editorial, marketing, sales, web, design and suppliers to work together
- Throw out your KPIs – site licences are a whole new game
- Real life successes and mistakes in launching digital products

- **Discussion**

#### OR

##### **PUBLISHING: Free vs Paid and Membership Models**

- **Free vs paid content and freemiums**

*Craig Hanna, Training Director, EConsultancy*

- Business models in operation
- How do you choose the right option for you?
- Are there other options?
- Tracking success
- A case study on Econsultancy

- **Turning your subscribers into members**

*Robin Crumby, Managing Director, Melcrum Publishing*

- Why Melcrum decided to repackage its services to customers as membership
- How is membership different from a standard subscription?
- What results have been achieved so far, and what lessons learned?
- What was the customer's feedback on the change?
- What can other publishers learn from this

- **Discussion**

**15.00 TEA BREAK**

**15.30 Choose from:**

**MARKETING: Social Media**

• **Building your brands with social media**

*Matt McGowan, VP & Publisher at ClickZ, Search Engine Watch and Search Engine Strategies, Incisive Media*

With the explosive growth in micro-blogging, real-time search, social networks, online networking and information sharing, the publishing model has been turned on its head. How can marketers take advantage of these new tools? Matt will give a succinct and practical case study outlining how the global Search Engine Strategies conference and exposition is doing this very thing.

• **Social media vs banner advertising**

*Andrew Seel, Managing Director, Qube Media*

'Traffic' and 'impressions' are the two most common red herrings that lead marketing departments to continue to spend budgets on banner and display advertising without allocating anything – or very little – to Social Media. But do the results bear it out? – Andrew explains why social media should be a top priority when planning your marketing spend

• **Discussion**

**OR**

**PUBLISHING: SIPA UK Award Winners 2009**

• **Best new launch: Primary Assemblies for SEAL – from conference to best-selling book in just 8 months (or, How a simple publishing idea brought big rewards)**

*Emma Rogers, Divisional Managing Director, Electric Word plc*

- Creating a quick-to-market book product
  - Learning from the conference division
  - Identification of a quick-win product
  - Understanding market concerns
- Focus on profits
  - Responding to high-return pre-pub marketing
  - Keeping the content simple...
  - ... and the production costs down
- Learning
  - Benefits of good communication between divisions (we know it, but do we always do it?)
  - Never lose sight of your end goal – making a profit!
  - Investment in e-books?

• **Best use of interactive media: Scrip – using new tools to launch fast**

*Andy Williams, Marketing Manager, Informa Pharma*

In April, the swine flu outbreak generated a large amount of mainstream media hype. Due to the highly topical nature of the event and Scripnews.com's focus on pharmaceutical news, the event created a short window of opportunity for a focused online campaign, generating revenue and growth in traffic with a ROI of over 3,500%.

This case study will discuss how to:

- Integrate traditional marketing with web 2.0 to drive revenue and traffic
- Use the editorial, sales and marketing teams to help drive quick revenue
- React quickly to events and use mainstream media coverage to benefit your own site

• **Discussion**

**17.00 PANEL DISCUSSION with all the day's speakers**

**17.30 CLOSE and drinks reception**

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*See below for booking form...*



## SIPA UK 3<sup>rd</sup> Online Publishing and Marketing Summit

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

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SIPA members:      **EARLYBIRD** price (before 4 November)      £270 + VAT  
After 4 November:      £297 + VAT

Non-members:      **EARLYBIRD** price (before 4 November)      £350 + VAT  
After 4 November:      £385 + VAT

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(NOTE: all bookings must be paid before the event to guarantee your place.)

Please return form to: **Tel/fax: +44 (0)20 8288 7415**

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