

# SIPA UK Online Publishing & Marketing Summit 2009

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

## 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, Director of Digital Development, Brando Social*
- 10.25 Keynote 2: How the rapid developments in online publishing will permanently change the way we do business**  
*Julian Turner, Chief Executive, Electric Word plc*
- 11.00 Coffee break**
- 11.30 ROUND TABLES**  
Each round table session features a 15 minute practical case study from each of the two hosts, followed by 45 minutes of discussion.
- 11.30 Choose from**
- MARKETING: Latest Trends in Email Marketing**
    - **Trigger emails and automated campaigns** – Riaz Kanani, Director of Marketing International, Silverpop
    - **Dedicated email marketing, with case studies** – Nic Laight, MD, Canonbury Publishing
    - **Discussion**
- OR
- PUBLISHING: E-Readers and Mobile Apps**
    - **The E-Reader revolution – opportunity or threat?** Dominic Jacquesson, Director of digital publishing consultancy Ink On Dead Trees and former COO at Electric Word plc
    - **E-Readers and mobile apps: the US experience** – Ed Coburn, Publishing Director, Harvard Health Publishing
    - **Discussion**
- 12.45 Lunch**
- 13.45 Choose from**
- MARKETING: Data-driven Marketing**
    - **The next evolution of direct marketing** – Louise White, Group Marketing Director, Incisive Media
    - **Data personalisation, building prospect lists, CRM** – Vicky Priest, Marketing Manager, Emap Inform
    - **Discussion**
- OR
- PUBLISHING: Free vs Paid and Membership Models**
    - **Free vs paid content and freemiums** – Craig Hanna, Training Director, EConsultancy
    - **Turning your subscribers into members** – Robin Crumby, Managing Director, Melcrum Publishing
    - **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
    - **Social media vs banner advertising** – Andrew Seel, Managing Director, Qube Media
    - **Discussion**



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