

# 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 30 October! – 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, 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: Transitioning Products from Print to Online**

- **Moving individual print subscriptions to portal driven site licenses and membership models** – Louise White, Group Marketing Director, Incisive Media
- **Transitioning from print to online – case study** – 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, Melcrom 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**

OR

**PUBLISHING: SIPA UK Award Winners 2009**

- **Best new launch: Primary Assemblies for SEAL – from conference to best-selling book in just 8 months** – Emma Rogers, Divisional Managing Director, Electric Word plc
- **Best use of interactive media: Scrip – using new tools to launch fast** – Andy Williams, Marketing Manager, Informa Pharma
- **Discussion**

**17.00 Panel Discussion with all the day's speakers**

**17.30 Close and drinks reception**



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

**Thursday 19 November, 9.30–17.30, Novotel London Tower Bridge, Pepys Street, London EC3**

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

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SIPA members:      **EARLYBIRD** price (before 30 October)      £270 + VAT  
After 30 October:      £297 + VAT

Non-members:      **EARLYBIRD** price (before 30 October)      £350 + 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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