

from editorial to market

Publishers' Forum

27 – 28 April 2015

**How to Reconstruct Publishing:
Competing Visions, Channels and Audiences**

The publishing business is in a process of being reconstructed. The Forum 2015 will focus on key aspects of this reconstruction process, combining strategic visions with hands-on sessions: in keynote presentations exploring the big picture, in panel debates discussing competing options – as well as the risks involved in each choice – and in hands-on, practical case studies. Each of these formats will offer attendees the opportunity to engage interactively with the invited speakers representing key elements of the fragmented segments of the publishing market. At the Publishers Forum 2015, the majority of sessions will revolve around 4 main themes:

1. Strategy & Money

Strategic Choices in Investment Decisions: How to define the goals and the means of making publishing houses fit for the challenges ahead.

Bringing new capital into an organisation, mergers and acquisitions, engaging in growth models or defining and implementing in-house development strategies for new products and services, all require critical decisions on any company's future. A clear understanding of the strategic choices and the available options is critical to making such decisions pay off and to limiting the risk involved.

Sessions will include first-hand experiences from decision makers, an overview of recent mergers and acquisitions in German publishing, lessons from professional publishing that are applicable in consumer publishing, and practical insights into exemplary investment strategies.

2. IT Goes Center Stage

Increasingly, technology choices are deciding, or at least heavily influencing, whether a publisher's vision works out in the competitive realities of today's markets.

The large corporate publishers are busy resolving the complex puzzle of integrating new, fast digital innovation with conserva-

of their teams, while suddenly having to promote and market their authors and books across wildly competing, old and new channels, formats and systems.

Each of these steps challenges the existing organization directly – and is being redefined by IT tools and digital processes.

*Impressions from the
Publishers' Forum 2014:*



tive, yet proven editorial and distribution work flows. Small publishers are facing the challenge of combining the dynamism and creativity of small teams with technological tool sets, particularly cloud services, to successfully compete with the giants.

Meanwhile, the many medium-sized publishing houses are struggling with ways to maintain the motivation and morale

Sessions will include keynote remarks with insights from innovators at both corporate publishers as well as small and medium-sized players, together with practical guidance on anchoring decisions and choices in solid due diligence and analysis.

3. Know Your Customer and Don't Be Afraid

Big data is often neither big nor comprehensive, rather it is fragmented and scattered – especially in the case of books and readers. But engaging with those consumers, notably with new offers, from e-books to new subscription services requires rethinking and reorganizing PR, marketing and sales.

As e-books have become a part of the core business for many publishers, and new business models, like streaming, are new only for book publishers, yet fairly well-tested in other sectors, it is a good time to compare and review experiences. Moreover, new and smarter data services as well as robust instruments for practical utilization of that data in the book business have become available at last.

Sessions will introduce an overview of current approaches and services from a practical perspective, and dwell on insights from other relevant content industries. Experienced players will round out the picture with insights from their proven business cases.

4. Publishing Goes Pop

Books are not enough. In some instances at least, attractive new universes of content can be organized around books, reaching into games, educational materials, merchandizing, and allowing you to tap into communities of users which are difficult to reach with the written word alone.

However, many such experiences have highlighted the challenges in overcoming not just the hurdles resulting from additional cost and technological oddities, but also those which arise from a clash of audience cultures.

And yet, a growing number of publishers, internationally as well as in Germany, are successfully exploring these new fields and experiences.

On the other hand, the traditional relationship between author and publisher also needs to be re-examined in light of these new possibilities. How can this seldom easy symbiosis retain its vitality as authors diversify and traditional methods of exploitation change in the face of new

digital options, but also in view of predominantly declining print revenues.

Sessions will include first-hand accounts from within both a leading global publishing house and an independent publisher, as well as the adventures of a former bookseller in the lands of fantasy and fan culture. In addition, experienced editors, agents and writers, each with a particularly varied professional background will review existing practices, new possibilities and challenges.

What you'll get if you participate:

- High-level presentations in English and German
- Targeted workshops in small groups
- Events for Executives
- DEBATE!
- New concepts
- Networking opportunities
- Conference dinner
- An extraordinary venue
- Conference companion (brochure)
- Blog (posts, comments, videos, presentations, press)
- Twitter: #publishersforum

Would you like to suggest a topic for the 2015 event? Are you interested in supporting the Forum as a sponsor? Please get in touch with

Rüdiger Wischenbart, Director
r.wischenbart@publishers-forum.com

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