

27 APRIL – PRESENTATIONS / WORKSHOPS

Welcome / Keynotes	9.30 am - 11.15 am	Concorde
Strategie & Geld... Podiumsdebatte (DE)	11.45 am - 1.00 pm	Opéra
Know Your Customer... Panel Debate (EN)	11.45 am - 1.00 pm	Concorde
WS 1: Mergers & Acquisitions... (DE)	2.00 pm - 3.15 pm	Opéra
WS 2: Utilize IT, Inkjet and Logistics... (EN)	2.00 pm - 3.15 pm	Vendôme A+B
WS 3: Was sich aus Marktdaten lernen lässt... (DE)	2.00 pm - 3.15 pm	Louvre
WS 4: Data Big and Small... (EN)	2.00 pm - 3.15 pm	Concorde
IT wird zur zentralen Bühne (DE)	3.45 pm - 5.00 pm	Opéra
Publishing Goes Pop (EN)	3.45 pm - 5.00 pm	Concorde
Fireplace Talk (EN)	5.10 pm - 6.00 pm	Concorde

27 APRIL – BRANDENBURG GATE SUMMITS

Lunch for BGS Guests	1.00 pm - 2.00 pm	Odéon
BGS 1 (EN)	2.00 pm - 3.15 pm	Sorbonne
BGS 2 (DE)	2.00 pm - 3.15 pm	Raspail

DINNER / BUS SHUTTLE	On Monday 27 April, there will be a bus service from the conference location to the restaurant at 6:30 pm. Buses will also be provided for getting back to the conference location after dinner: Buses will run every 30 minutes between 10:30 pm and 12:00 am. (Restaurant Osteria Maria, Leydenallee 79, 12167 Berlin, phone: +49 172 300 00 80)
COFFEE BREAKS / LUNCH	Coffee breaks take place in the foyers on the 1 st and 2 nd floor. Lunch will be offered in the St. Germain restaurant and the gallery on the 1 st floor.
WORKSHOP ROOMS	1 st and 2 nd floor: Access via stairs or lifts. No seat reservations possible; please be there on time.
WORKSHOP INFO	Please check the monitors next to the lifts for information on which room has been allocated to which workshop.

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Welcome / Keynotes	9.00 am - 10.40 am	Concorde
Autor & Verleger... Podiumsdebatte (DE)	11.15 am - 12.30 pm	Opéra
Opportunities & Risks... Panel Debate (EN)	11.15 am - 12.30 pm	Concorde
WS 5: Neue Produktionsprozesse... (DE)	1.30 pm - 3.00 pm	Madeleine A+B
WS 6: Verlagspraxis... (DE)	1.30 pm - 3.00 pm	Montmartre
WS 7: Big Data und CRM (DE)	1.30 pm - 3.00 pm	Opéra
WS 8: ...Transform or Abandon CRM (EN)	1.30 pm - 3.00 pm	Louvre
WS 9: Metadata Workbench (EN)	1.30 pm - 3.00 pm	Concorde
WS 10: Der limitierende Faktor ist... (DE)	1.30 pm - 3.00 pm	Odéon
WS 11: Daten- & Konsumentenprofile... (DE)	1.30 pm - 3.00 pm	Vendôme A
Outlook: Perspectives... (EN)	3.30 pm - 4.45 pm	Concorde
Closing Remarks	4.45 pm - 5.00 pm	Concorde

28 APRIL – EXECUTIVE LOUNGES

EL 1: IT & Strategie (DE)	1.30 pm - 3.00 pm	Vendôme B
EL 2: Direct to Customer: New models... (EN)	1.30 pm - 3.00 pm	Raspail

AGENDA 27 – 28 April 2015

The Publishers' Forum GmbH

from editorial to market

Publishers' Forum

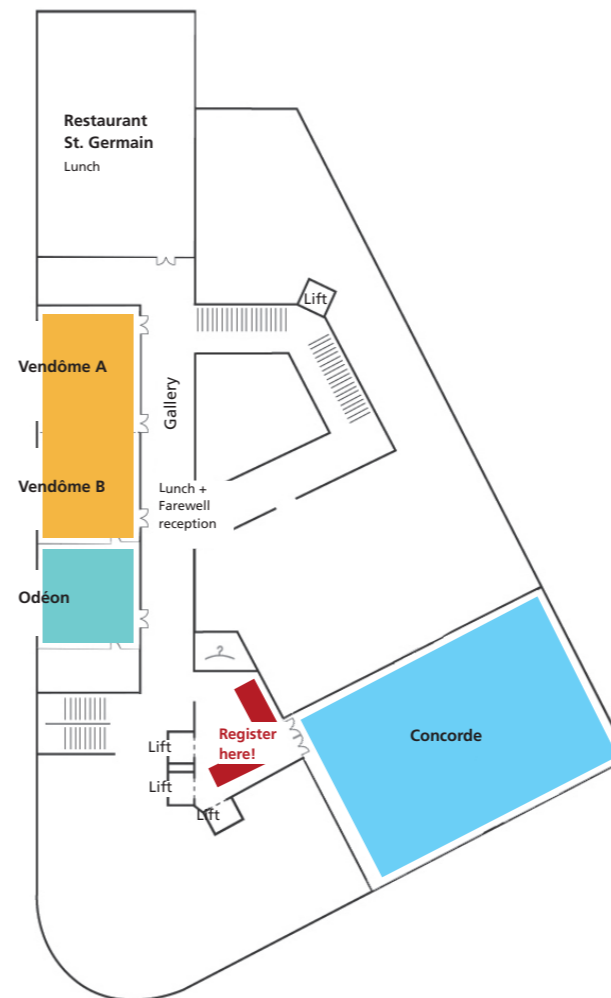
27 – 28 April 2015 in Berlin

How to Reconstruct Publishing: Competing Visions, Channels and Audiences

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ROOMS 1ST FLOOR



ROOMS 2ND FLOOR



SOFITEL
LUXURY HOTELS

9.00 am	Registration and Breakfast	
9.30 am	Opening Remarks	ENGLISH
	Dr. Rüdiger Wischenbart Klaus-Peter Stegen, The Publishers' Forum, AT, GER	
9.45 - 10.15 am	Opening Address	ENGLISH
	Collaboration: New Ways of Working Together Require New Workflows. An Author's Experience Kathrin Passig, Author, GER	
	Keynotes	ENGLISH
10.15 - 10.45 am	Adaptive Strategies for Changing Publishing Markets Dr. Rolf Grisebach, Thames & Hudson, UK	
10.45 - 11.15 am	Vision vs. Pragmatism. Strategies across Markets and Media of a Leading European Publishing Group Jacob Dalborg, Bonnier Books, SE	
11.15 am	Coffee Break & Networking	
11.45 - 1.00 pm *	Thema 1: Strategie & Geld DEUTSCH	Theme 3: Know Your Customer and Don't Be Afraid ENGLISH
	<i>Podiumsdebatte: Investmentstrategien in Verlagen – Modelle</i> Keynote: Edel: Vom Musikvertrieb zum crossmedialen börsennotierten Medienhaus. Eine aktuelle Zwischenbilanz Timo Steinberg, Edel, D <i>Impulsreferat:</i> Verlagszielsetzungen und ihre Auswirkungen auf die Finanzstrategien von (unabhängigen) Verlagen Aljoscha Walser, Narses, D Birte Hackenjos, Haufe Gruppe, D Dr. Joerg Pfuhl, Stiftung Lesen, D Mod.: Dr. Rüdiger Wischenbart, The Publishers' Forum, A	<i>Panel Debate: How Digital and the Perspective on Readers and Consumers Is Changing the Book Business</i> Keynote: Putting Content and Context into Action Matt Turner, MarkLogic, USA <i>Introduction:</i> On Changing Reader Behavior in Subscription Platforms Constance Landsberg, Skoobe, GER Marcello Vena, AllBrain, I Jim Hydock, Outsell, USA Mod.: Simon Littlewood, The International Publishers Association, UK
1.00 - 2.00 pm	Lunch Break	
2.00 - 3.15 pm *	Workshops DEUTSCH	Workshops ENGLISH
	WS 1: Mergers & Acquisitions in Zeiten der digitalen Transformation Axel Bartholomäus, Bartholomäus & Cie., D Otfried von Koenigsmarck, CID Consulting, D WS 3: Was sich aus Marktdaten lernen lässt – praktische Anwendungen für Publikumsverlage Christa Beiling, Beraterin, D Dr. Heiko Beier, moresophy, D Jens Klingelhöfer, Bookwire, D	WS 2: Utilize IT, Inkjet and Logistics to Reduce Costs and Generate New Revenues <i>In Cooperation with Canon/Bosch-Druck</i> Dr. Rüdiger Schmidt, Bosch-Druck, GER Michael Krebs, Canon, GER Mod.: Reiner Gebers, Real Insight, AT WS 4: Data Big and Small – How Publishers Gain Value Out of Data in the Future Frank Föge, MarkLogic, GER Oliver Zmorek, De Gruyter, GER Stefan Schwedt, NEWBOOKS, GER
3.15 - 3.45 pm	Coffee Break	
3.45 - 5.00 pm *	Thema 2: IT wird zur zentralen Bühne DEUTSCH	Theme 4: Publishing Goes Pop ENGLISH
	Alles unter einem Dach: das Beispiel der Holtzbrinck Publishing Group Volker Smid, Holtzbrinck, D Größere Umsätze durch IT-Integration mit intelligenter Produktion Dr. Rüdiger Schmidt, Bosch-Druck, D Wenn alle Verlage zu Technologie-Startups werden Ralf Biesemeier, readbox, D Mod.: Peter Karwowski, Klopotek, D	<i>Panel Debate</i> <i>Introduction:</i> Fostering Fandom, Not Just Readers – How Passion and Community Can Drive Sales Lance Fensterman, ReedPOP, USA Nathan Hull, Mofibo, DK Michael Bhaskar, Canelo, UK Andreas Gall, Red Bull Media House, AT Mod.: Porter Anderson, Journalist, USA
5.10 - 6.00 pm	Fireplace Talk – A Global Library to Local Readers ENGLISH	
	Colin McElwee, Worldreader, UK Mod.: Dr. Rüdiger Wischenbart, The Publishers' Forum, AT	
7.00 pm	Conference Dinner	

* German and English workshops / presentations take place in parallel

9.00 am	Welcome & International Outlook ENGLISH	
	Dr. Rüdiger Wischenbart, The Publishers' Forum, AT	
	Keynotes	ENGLISH
9.20 - 9.50 am	The Internet of Things, and Why It Matters to Books and Publishing David Worlock, Outsell, UK	
9.50 - 10.20 am	The Road to Digital Transformation Steve Odart, Ixxus, UK	
10.20 am	Q&A	
10.40 am	Coffee Break & Networking	
11.15 - 12.30 pm *	Autor und Verleger – Wie eine alte Arbeitsbeziehung erneuert werden muss DEUTSCH	Opportunities & Risks – Leveraging the Content Treasure Vault: New Strategies, Tools and Channels ENGLISH
	<i>Podiumsdebatte</i> <i>Impulsreferat:</i> Holger Ehling, Ehling Media, D (Mod.) Karin Graf, Graf&Graf Agency, D Jo Lendle, Hanser, D Kathrin Passig, Autorin, D Wolfgang Ferchl, Knaus, D	<i>Panel Debate</i> <i>Introduction:</i> On Books as a Service to Readers Fionnuala Duggan, Yale University Press / Impresario Media, UK Rights & Licensing Management: Meeting the Challenge Michael Healy, Copyright Clearance Center, USA On Platform Strategies, and How They Change the Relationship with the Consumers Christian Schniederermann, Tolino, GER On How Subscription (Flat Rate) Models Can Change the Entire Value Chain Nathan Hull, Mofibo, DK Mod.: Ed Nawotka, Publishing Perspectives, USA
12.30 - 1.30 pm	Lunch Break	
1.30 - 3.00 pm *	Workshops DEUTSCH	Workshops ENGLISH
	WS 5: Neue Produktionsprozesse eröffnen Verlagen neue Möglichkeiten und Konzepte Dr. Florian Geuppert, BoD, D Mareike Hermes, Carlsen, D WS 6: Verlagspraxis: Neue Arbeitsabläufe und Prozessoptimierung im Verlagsunternehmen Beate Kuckertz, dotbooks & venusbooks, D Christian Damke, Open Publishing, D WS 7: Big Data und CRM <i>In Kooperation mit der Akademie der Deutschen Medien</i> Dr. Harald Henzler, smart digits, D Joerg Blumtritt, Datarella, D Björn M. Wagner, Zeit online, D WS 10: Der limitierende Faktor ist – unser Denken! Wie IT & Technologieentwicklung hilft, Buchprozesse neu zu denken Robert Höllein Sven Linke, CPI Books, D WS 11: Daten und Konsumentenprofile für deutsche Publikumsverlage: Was ist verfügbar? Was sollte es geben? Bianca Corcoran-Schliemann, GfK, D Ehrhardt F. Heinold, Heinold, Spiller & Partner Unternehmensberatung, D	WS 8: Challenges and Opportunities in Protecting Copyright – Transform or Abandon DRM Ronald Schild, MVB / Börsenverein, GER Richard Nash, Sony DADC, USA Claire Anker, The Publishers Association, UK WS 9: Metadata Workbench Graham Bell, EDItEUR, UK
3.00 - 3.30 pm	Coffee Break	
3.30 - 4.45 pm	Outlook: Perspectives on the Road Ahead ENGLISH	
	Brian O'Leary, Magellan Media Consulting Partners, USA Zoë Beck, Culturbooks, GER Benjamin Wüstenhagen, K.lab, GER Jörg Rheinboldt, Axel Springer Plug & Play Accelerator, GER	
4.45 - 5.00 pm	Closing Remarks	
5.00 pm	Farewell	

Premium: Brandenburg Gate Summits

Premium: Executive Lounges (German / English)