



This agenda is still subject to change!

KEYNOTE

PANEL DEBATE / ROUND TABLE

WORKSHOP

AGENDA 9 MAY

10.00 am	Registration and Breakfast		
10.30 am	Opening Remarks Ulrich Klopotek von Glowczewski, Klopotek, GER Rüdiger Wischenbart, The Publishers' Forum, AT (EN)		
10.40 am	"Today, we are stronger than before the crisis": Turnaround strategies and experiences in harsh market conditions (EN) Jesús Badenes del Río, Planeta, ES		
11.10 am	Netflix, Wattpad, Direct to Consumer, Branded Authors: how publishers work with new partners and new competitors to expand their role in storytelling (EN) Sara Sargent, Penguin Random House, USA		
11.40 am	Coffee Break		
12.00 am	Dialog 1: Storytelling in Books and Beyond Michael Reynolds, Europa Editions, USA (EN) Morten Hesseldahl, Gyldendal, DK Mod.: Katja Böhne, Frankfurt Book Fair, GER	Thema 1: Effizienz Verträge, Rechte, Honorare – Effizienzsteigerung wie erreichen? (DE) Peter Karwowski, Klopotek, D	
1.00 pm	Lunch Break		
2.00 pm	WS 1: How to identify international opportunities? And on the impact of Brexit for European publishers. Focus on Barcelona and London: Two cities fostering the "Creative Industries" (EN) Emma House, Publishers' Association, UK Patrici Tixis, Publishers Association Barcelona, ES	WS 2: Effizienz „Wie haben Sie das genau gemacht?“ (DE) Peter Karwowski, Klopotek, D	Dialog 2: Das Kerngeschäft in Verlagen neu denken Mehr wagen oder doch auf das Kerngeschäft vertrauen? (DE) Joerg Pfuhl, Holtzbrinck, D
3.15 pm	Coffee Break		
3.45 pm	Topic 2: Controversy Open Access	Thema 3: Das neue Story-Telling über Grenzen und Formate hinaus	
	The dispute in scientific publishing over Open Access, Plan S, the Deal, and related consortium models (EN) N.N. Mod.: Sven Fund, GER (EN)	Bücher format-agnostisch verlegen: Print, digital oder audio, alle verfügbaren Verkaufskanäle und Geschäftsmodelle nutzend (DE) Friederike Diaz Ortega, Amazon Publishing, D (DE)	
5.00 pm	Fireplace Talk: Turning literary narratives into movies and working with Netflix. With selected film clips. (EN) Olivia Hetreed, Writers' Guild of Great Britain, UK Mod.: Rüdiger Wischenbart, The Publishers' Forum, AT		
7.00 pm	Conference Dinner @ Restaurant Gendarmerie, Behrenstrasse 42, 10117 Berlin (sponsored by the Platinum Collaborative Partner Klopotek)		



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AGENDA 10 MAY

KEYNOTE

PANEL DEBATE / ROUND TABLE

WORKSHOP

9.00 am	Welcome and International Outlook: A bird's eye view on publishing markets and trends (EN) Rüdiger Wischenbart, The Publishers' Forum, AT		
9.10 am	Artificial Intelligence & Machine Learning in publishing (EN) Ashleigh Gardner, Wattpad, CAN		
9.40 am	Research & Development in publishing (In cooperation with Frankfurt Book Fair / THE ARTS+) (EN) David Linderman, IBM iX + Aperto, GER		
10.10 am	Coffee Break		
10.45 am	Topic 4: New Tech in publishing	Dialog 3: Beyond Books	Thema 5: Was wurde aus E-Books?
	How can publishers make use of Artificial Intelligence, Big Data and Machine Learning, Bots, and other new technologies to extend their reach in changing markets? (EN) Henning Schoenenberger, SpringerNature, GER	As book markets are declining, publishers should identify opportunities created by other media industries In cooperation with THE ARTS+ (EN) Holger Volland, Frankfurt Book Fair / THE ARTS+, GER	Digital Consumer Books: Audiobooks, E-Books, neue Vertriebskanäle und Geschäftsmodelle. Einsichten aus dem „European eBook Monitor“. (DE) Rüdiger Wischenbart, The Publishers' Forum, AT
	Mads Rydahl, Unsilo.com, DK (EN) Miriam Rosin, Holtzbrinck Digital Publishing/NetDoktor.de, GER Mod.: Porter Anderson, USA		Jens Klingelhöfer, Bookwire, D (DE)
12.00 pm	Lunch Break		
1.00 pm	Dialog 4: New and old ways of developing content.	WS 3: Wie lassen sich für die neuen Herausforderungen tragfähige Geschäftsmodelle entwickeln? Das Beispiel des „KannWas“-Clubs und der 3-Horizonte-Ansatz (DE)	
	Case studies on building attractive titles and programme profiles (EN) Marc Beumer, De Bezige Bij, NL Siv Bublitz, S. Fischer, GER Herwig Bitsche, NordSüd, GER	Ehrhardt F. Heinold, Heinold, Spiller & Partner, D Okke Schlüter, Hochschule der Medien Stuttgart, D Michaela Wied, D	
2.00 pm	Topic 6: The Future of Reading		
	New technological approaches. New scientific research on how we read. New strategies between reading and other media formats. (EN) Niels-Peter Thomas, Chief Book Strategist, SpringerNature, GER		
3.00 pm	Wrap-up & Closing Remarks (EN) Katja Böhne, Frankfurt Book Fair, GER Sven Fund, Fullstop, GER Ulrich Klopotek, Klopotek, GER Rüdiger Wischenbart, The Publishers' Forum, AT		