



Your Conference Hosts: Katja Böhne (EN) and Sven Fund (DE)

	Atrium I+II	Atrium IV+V
10.00 am	Registration and Breakfast	
10.30 am	Opening Remarks (EN) Ulrich Klopotek von Glowczewski, Klopotek, GER Rüdiger Wischenbart, The Publishers' Forum, AT	
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	Thema 1: Effizienz
	Leveraging global network TV for books (EN) Michael Reynolds, Europa Editions, USA Morten Hessel Dahl, Gyldendal, DK <i>Mod.: Katja Böhne, Frankfurter Buchmesse, GER</i>	Verträge, Rechte, Honorare – Effizienzsteigerung wie erreichen? (DE) Ulrich Klopotek von Glowczewski, Klopotek, D Ludger Wicher, hgv, D Rüdiger Salat, Facultas Verlag, AT <i>Mod.: Wolf-Michael Mehl, Klopotek, D</i>
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 <i>Mod.: Holger Ehling, GER</i>	Dialog 2: Das Kerngeschäft neu denken (DE) Der große Umbau: Programmplanung, Distribution, Konsumgewohnheiten – wie das gesamte Verlagsgeschäft neu aufgestellt werden muss Zoë Beck, Culturbooks, D Joerg Pfuhl, Holtzbrinck, D Christian Schumacher-Gebler, Bonnier Gruppe, D <i>Mod.: Rüdiger Wischenbart, The Publishers' Forum, AT</i>
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) Vivian Berghahn, Berghahn Books, USA Philipp Hess, Knowledge Unlatched, GER Rafael Ball, ETH Zürich, CH <i>Mod.: Sven Fund, GER</i>	Bücher über alle Formate – Amazons "Working backwards"-Ansatz (DE) Friederike Diaz Ortega, Amazon Publishing, D
		Q&A (DE) <i>Mod.: Holger Ehling, D</i>
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 <i>Mod.: Rüdiger Wischenbart, The Publishers' Forum, AT</i>	
7.00 pm	Conference Dinner @ Restaurant Gendarmerie, Behrenstrasse 42, 10117 Berlin (sponsored by the Platinum Collaborative Partner Klopotek)	



9.00 am	Welcome and International Outlook: A bird's eye view on publishing markets and trends Rüdiger Wischenbart, The Publishers' Forum, AT (EN)			
9.10 am	Artificial Intelligence & Machine Learning in Publishing Ashleigh Gardner, Wattpad, CAN (EN)			
9.40 am	Research & Development in Publishing (In cooperation with Frankfurter Buchmesse / THE ARTS+) David Linderman, IBM iX + Aperto, GER (EN)			
10.10 am	Coffee Break			
10.45 am	Topic 4: New Tech in Publishing	Dialog 3: Beyond Books	WS 2: Wie lassen sich für die neuen Herausforderungen tragfähige Geschäftsmodelle entwickeln? Das Beispiel des „KannWas“-Clubs und der 3-Horizonte-Ansatz (DE)	
	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? Henning Schoenenberger, SpringerNature, GER (EN)	As book markets are declining, publishers should identify opportunities created by other media industries (In cooperation with Frankfurter Buchmesse / THE ARTS+) Katja Böhne, Frankfurter Buchmesse, GER (EN)	Ehrhardt F. Heinold, Heinold, Spiller & Partner, D Okke Schlüter, Hochschule der Medien Stuttgart, D Michaela Wied, Beltz Verlag, D	
	Mads Rydahl, Unsilo.com, DK Miriam Rosin, Holtzbrinck Digital Publishing/NetDoktor.de, GER (EN) <i>Mod.: Porter Anderson, Publishing Perspectives, USA</i>	Q&A <i>Mod.: Rüdiger Wischenbart, The Publishers' Forum, AT</i> (EN)		
12.00 pm	Lunch Break			
1.00 pm	Dialog 4: Programmprofile und Strategien neu denken	Distribution	Thema 5: Was wurde aus Audiobooks und E-Books?	
	Beispiele aus Belletristik, Sachbuch und Kinderbuch zwischen Konzern- und unabhängigen Verlagen Siv Bublitz, S. Fischer, D Herwig Bitsche, NordSüd, D Andreas Rötzer, Matthes & Seitz Berlin, D (DE) <i>Mod.: Ulrike Ostermeyer, Editor-at-Large, D</i>	KNV – Strategische Blicke auf den Umbruch in Sachen Buch-Distribution Ludger Wicher, hgv, D Philipp Neie, Schweitzer Fachinformationen, D Klaus-Peter Stegen, The Publishers' Forum, D (DE) <i>Mod.: Holger Ehling, D</i>	WS3: Digital Consumer Books: Audiobooks, E-Books, neue Vertriebskanäle und Geschäftsmodelle. Einsichten aus dem „European eBook Barometer“. Jens Klingelhöfer, Bookwire, D Benjamin Wüstenhagen, Cornelsen, D (DE) <i>Mod.: Rüdiger Wischenbart, The Publishers' Forum, AT</i>	Round table with Q&A and feedback Jesús Badenes del Río, Planeta, ES Sara Sargent, Penguin Random House, USA (EN) <i>Mod.: Porter Anderson, Publishing Perspectives, USA</i>
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. Robyn Kerkhof, Blinkist, GER Niels-Peter Thomas, Springer Nature, GER David Worlock, Outsell, USA (EN) <i>Mod.: Katja Böhne, Frankfurter Buchmesse, GER</i>			
3.00 pm	Wrap-up & Closing Remarks Katja Böhne, Frankfurter Buchmesse, GER Sven Fund, Knowledge Unlatched, GER Rüdiger Wischenbart, The Publishers' Forum, AT Ulrich Klopotek von Glowczewski, Klopotek, GER (EN)			
3.15 pm	Farewell			