

Outlook 2009: INMA European Conference

Vienna, October 2-3, 2008

CONFERENCE PROGRAMME

Thursday, October 2

Sharing Ideas

08:45

Sharing Ideas and Inspiring Change

Olivier Bonsart, President INMA Europe, Directeur Délégué, Ouest France, Rennes, France

Sharing Success

09:00

Newsmedia That is Relevant to the Society: Editors Who are No Longer the Aliens

The newspaper's stories and articles hold the answers to the most important questions of our time. It reflects readers' worries and fears. It engages the public and sets the agenda. This mission energises the newsroom. And it sells the newspaper and drives online traffic. During this session, some of Europe's best minds - intellectuals, researchers, editors, and marketers - will discuss their views and ideas on the role of newspaper content. They will analyse what makes the audiences of Europe's largest newspaper markets tick and examine how editorial, online, and marketing departments are collaborating to reach them.

This will be an innovative, interactive session unlike any you have ever experienced at an industry conference. In fact, the session will truly start weeks ahead of the conference, with the launch of a networking site for registered attendees. It's a great opportunity to share your experiences and learn new ideas from your colleagues across Europe.

Session hosted by: Grzegorz Piechota and Jerzy Wojcik, editors from Poland's Gazeta Wyborcza, who have been involved in most of its editorial innovation over the past two years. Their projects achieved circulation and online traffic increases, improved reader participation and won awards from INMA, the World Association of Newspapers, IFRA, and from Polish organisations.

10:30

Networking Break

11:00

Reaching and Connecting With New Audiences Through Innovative Online Initiatives

The Telegraph Media Group's online initiatives are attracting sizable new audiences. Lloyd's presentation will examine the motivations and practices behind the company's internet strategies. He will also explain what sort of content works online and what doesn't, and what they'll be offering site users in the future. The Telegraph's Web success is driven by careful research into the online audience and the application of proven marketing techniques. Learn more about them as well as other tips and pointers on web development, in Lloyd's engaging presentation.

Chris Lloyd, Assistant Managing Editor, Telegraph Media Group, London, United Kingdom

Het Parool

Local, local, local! Started during World War 2 as a small, social democratic resistance newspaper, now, Het Parool has, as an independent metropolitan newspaper in Amsterdam, has a daily circulation of almost 90,000 copies. Moving to a tabloid format in 2004, it reaches a quarter million readers on a daily basis. With its internet site, the newspaper is focusing on "local Amsterdam." Through RSS feeds, the Parool lunch newsletter, and Parool radio, it keeps readers up-to-date throughout the day.

Frits Campagne, Publisher, Het Parool, Amsterdam, Netherlands

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Thursday continued

13:00

Lunch

14:00

Is Local the Answer?

Are hyper-local news networks and bloggers the answer?

John Wilpers, Editor and Consultant, Boston, USA

Is the Multi-Media Newsroom the Answer for Media Companies?

Ulrik Haagerup, Head of Danish News Radio and Television and a Former Newspaper Executive, Danish Broadcasting Corporation, Denmark

16:00

Networking Break

Sharing Multi-Media Advertising Models

16:30

New Models for Dynamic Pricing and Products

Publicitas' project "Dynamic Pricing" is developing new "pricing and offering" concepts for commercial print advertising in order to reactivate the Swiss market. It not only took into account all different market players but also the trends in media advertising. Pilot tests with media publisher partners were launched in 2008 in order to determine the impact of these concepts in terms of revenue and image. The first test results are very promising and answer the following questions: Are these dynamic concepts well appreciated by the market players and clients? Why are these concepts working? What are the new project opportunities in terms of media and international developments?

Séverine Lago, Senior Strategist Pricing and Offerings, Publicitas S.A., Zurich, Switzerland

Outlook 2008

17:00

INMA Executive Director, Earl J. Wilkinson's Interview With Jan Wifstrand and Newspaper Executives From Around Europe

Introduction: Jan Wifstrand, Paul Farrell, Erik van Gruijthuijsen, Grzegorz Piechota and others

18:00

Day Concludes

19:00

Busses Leave for Social Evening, A "Heuriger Dinner". Guests are kindly invited to attend.

An evening sponsored by:

>redmail™

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Friday, October 3

Inspiring Change in Missions and Business Models

09:00

The Future of VG's Business Model and Its Revenue Channels

Rune Danielsen, Commercial Director VG, Oslo, Norway

The Future of the Newspaper: Multi-Media, Multi-Channel, and Multi-Platform.

Each time a new media category enters the market, questions arise over how it will affect existing channels - television to radio, radio to newspapers, and back through history. The internet raises this question again: It is a hyper- or meta-medium, which combines almost all existing media's strengths in one channel. Its popularity challenges the established media, including newspapers. Fortunately, newspaper companies are well positioned to ride out the upheavals of online's emergence; moreover, they have the opportunity to rebuild their business models to thrive in this new environment.

Horst Pirker, Chairman of the Board of Styria Medien, Graz, Austria

10:30

Networking Break

11:00

Football Competition: The Top Five 2008 Football Media Campaigns are to be Displayed for Conference Attendees to Vote.

Winner receives a complimentary registration to the 2009 INMA World Congress in Miami. Runners-up each get a 200 euro voucher for an INMA European event.

Inspiring Change Through Future Scenarios

11:30

Publishing the Newspaper Exclusively Online During the Week and as a Print Product on Weekends

How the audience's information needs can be met through an innovative news web site for the work week and an engaging and useful print product for the weekend.

Juan Antonio Giner, Founding Partner-Director, Innovation International Media Consulting Group, Norfolk, USA

Be Creative: Styria Medien launches in Slovenia

How do you get out of a weak market position? You change the rules of the game! Styria Media International converted a weekly free sheet into a new integrated free media concept for the Slovene market zurnal24, a free daily with a weekday circulation of 100,000 copies. It's distributed on the streets for a young, active, and mobile population. On Saturdays, the circulation is tripled and the weekend edition is delivered by post to households in the 30 biggest cities in the country. A dynamic digital news portal is an integrated part of the new multi-media, multi-channel, multi-platform news concept. After only half a year on the market, zurnal24 holds the top position, capturing more than a quarter of Slovenia's daily newspaper circulation, while zurnal24.si has become one of the country's leading news portals.

Dietmar Sternad, Chief Executive Officer, Zurnal Media, Ljubljana, Slovenia

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Friday continued

Vecherkom's Launch in Ukraine

After launching two successful newspapers in Kiev and Donetsk, the publishing company Segodnya decided to launch an evening free newspaper. A niche in the market was found and more people read newspapers now than ever before.

Marina Dedenko, Project Manager Vecherkom, Segodnya publishing, Kiev, Ukraine

13:00

Lunch

Winners of the Football Competition are Announced

Inspiring Change With Mobile Applications

14:00

How to be Creative, Innovative, and Make Money With Handsets.

Mark Challinor has been in the newsmedia trade for over 20 years. He has held senior commercial roles with two of the biggest newspapers in the world, The Daily Mail and The Mail on Sunday, and with the largest metropolitan one: The Evening Standard. A pioneer in mobile use and strategies he has been a consultant in this field all over the world and is well placed to understand how mobile applications can be used by newspapers. He moderates the examples to apply them to newsmedia.

Mark Challinor, Managing Director g8wave Europe, London, United Kingdom

Applications

- **Momac (A "Mobile Magazine" on Your Mobile)**
Sham Careem, Managing Director Momac, London, United Kingdom
- **MyMart (Mobile Auctions)**
Adam Rock, Managing Director Carbon-Digital, London, United Kingdom
- **Mobile Advertising and QR Codes/Coupons**
Jan Rezab, President, MLive, Prague, Czech Republic
- **Snapnow: "The mobile is your mouse, the world is your web." Click Technology Bringing Media to Life on Mobile Phones.**
Tony Keavney, Managing Director SnapNow, London, United Kingdom

15:00

Multi-Media Creativity That Works. Associated Newspapers and the Mobile World: A New CRM Platform!

Annabel Hembry, Head of Telecommunications, Associated News (Daily Mail, Mail on Sunday, Evening Standard, and Metro UK), London, United Kingdom

Inspiring Change: Outlook 2009

15:30

Outlook 2009: Do We Expect Change in 2009?

Earl J. Wilkinson, Executive Director, INMA, Dallas, USA

16:30

Conference Concludes