

The Future of News Publishing

9 – 10 October 2008, Rome, Italy

Business Models – Strategies – Tactics

- The most recent strategic developments in the news publishing industry
- Their influence on the future of the media houses
- Innovative examples about how to extend the portfolio from print to digital and beyond

With numerous case studies, lively discussions and an evening event for networking.

Early Bird rate available until 10 September 2008

www.ifra.com/businessmodels



The Future of News Publishing

Business Models – Strategies – Tactics

In 2007, the delegates agreed on attending this executive forum in 2008 again:

"The diversity of topics was great and instructive. It was one of the highlights of my year." **Dee-Dee Strickland, Senior Editor/Multimedia, The Charlotte Observer, USA**

"It has been a good chance for thinking about the core changes which we are committed to." **Fernando Rodriguez Ojea, Chief Editor, Atlantico Diario, Spain**

"First class event." **Martin Lange, Consultant, Germany**

Make this your experience too! We look forward to seeing you in Rome!

5 reasons why to attend the conference

- Gain an in-depth understanding of the range of possible futures of the news publishing industry
- Learn techniques that support your business development
- Get valuable input from numerous case studies and lively discussion
- Develop ideas for your company that will pay off
- Enjoy networking during this high profile conference

Be proactive!

Topics and Sessions

The strategic way into the future

- Last year's milestones of the industry and their impact for news publishers
- Scenario development as starting point for a strategy development process
- Possible futures of the news publishing industry
- How to unfreeze basic assumptions
- Balanced Scorecard in the media industry

Innovative examples of business development

- How to extend the portfolio from print to digital and beyond
- How innovations in technology can help business development
- Focus on search engine implementation and productivity
- Best practices on how to position a media house for the future

Tactics to stay relevant to the future customer

- How to reach the community?
- What will matter to our readers?
- Which media will users need?

Conference specials

- Networking tables with different topics during lunch. The discussions will be chaired by IFRA board members. (Please, do not hesitate to send us your hot topics beforehand: schmidt@ifra.com)
- Poolside dinner in conjunction with IFRA board dinner
- Where NEWS? Working group meeting Wednesday, 8 October 2008, Villa Carpegna, Rome

Chair

Niko Ruokosuo, President,
Sanoma Kaupunkilehdet, Finland



Speakers confirmed so far

Saleh Alhumaidan, Dar Al-Yaum
Daily Newspaper, Saudi Arabia



Jack Knadjian, Kodak Graphic
Communications Group, UK



Reiner Mittelbach, IFRA,
Germany



Richard Reinsberg,
Edda Media SSM, Norway



Mikal Rohde, Schibsted SAS,
Norway



General Information

Conference Venue

Villa Carpegna Jolly Hotel, Via Pio IV, 6, 00165 Rome, Italy

The hotel is situated just a few miles from the historical centre of Rome.

Conference Languages

All lectures will be held in English (optionally German, Italian and Russian in cases where it has been requested by more than 10 participants).

Conference Schedule

Thursday, 9 October 2008, 10.00 – 18.00
followed by evening event

Friday, 10 October 2008, 9.30 – 13.15
followed by concluding lunch

Conference Fees & Registration

- Early bird rate available until 10 September 2008

IFRA members EUR 950 + VAT
Non-members EUR 1.350 + VAT

- Standard rate

IFRA members EUR 1.090 + VAT
For non-members EUR 1.490 + VAT

Fees include conference attendance, refreshments, lunch and evening event.

Accommodation

Villa Carpegna Jolly Hotel, Via Pio IV, 6, 00165 Rome, Italy

Phone +39.06.393731

Fax +39.06.636856

roma_villacarpegna@jollyhotels.it

Room rate: EUR 200 per room and night inc. VAT.

Please use the hotel reservation form included. We strongly recommend to reserve your room as soon as possible.



Contact

IFRA

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Business Development Manager (Events)

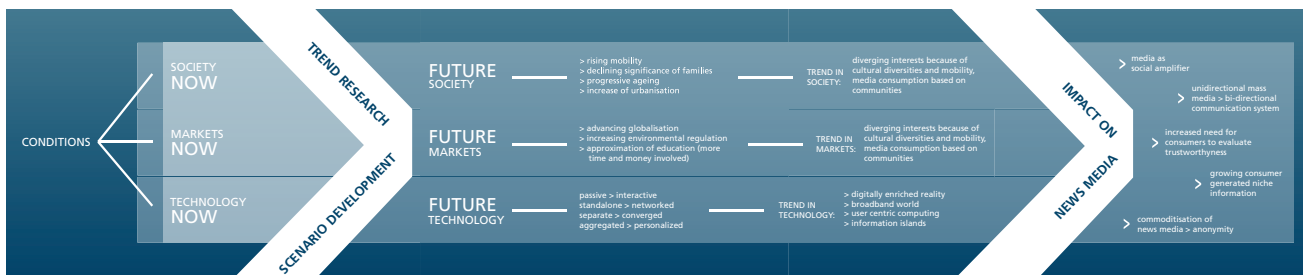
Phone: +49.6151.733-6

events@ifra.com

www.ifra.com/businessmodels



WHERE NEWS?



Gaze beyond the crystal ball ...

Have you ever thought about where the future of the news publishing industry will go? This conference accompanies IFRA's 'Where NEWS?' initiative.

See the project in detail at:

research@ifra.com · www.wherenews.info

JOLLY HOTEL

VILLA CARPEGNA

IFRA CONFERENCE

08/10 October 2008

Accommodation booking form

Jolly Hotel Villa Carpegna
Via Pio IV, 6 Rome 00165
f.a.o: Reservation Department
Tel. +39 06 393731
Fax. +39 06636856
Email: rv_reservation@jollyhotels.it

Date:.....

Room Reservation:

I Would like to confirm the following reservation for the above meeting under the name of :

Mr/Mrs Phone.....

Fax e-mail.....

Arrival:.....Departure:Number of nights:.....

.....Single room 1 person € 200.00

.....Double room 2 person € 235.00

Rates are per room, per day, inclusive of American buffet breakfast, taxes and services;

I guarantee the reservation for all above services with the following credit card number.

Card:.....

Number:..... Expiration date:/..... (mm/yy)

Card Holder:.....

Holder Signature.....

Deadline for reservation on 16 July 2008.

Upon my reservation/confirmation I authorize you to charge the first night, as non refundable deposit, on my credit card.

I am aware that if I cancel this reservation later then 15 days prior my arrival, you will charge a second night as late cancellation fee.

No show or reduction of stay, will be totally charged either.

All extra charges from the above reserved services will be settled on departure.

JOLLY HOTEL VILLA CARPEGNA

I – 00165 ROMA – Via Pio IV, 6

Telefono +39.06.39373 - Fax +39.06.636856

E-Mail : roma_villacarpegna@jollyhotels.it

**PICK UP SERVICE
RESERVATION FORM**

I advise you that I need a limousine service to pick you up at the airport at the following cost:

From Fiumicino airport € 60.00 (one car up to 3 people)
From Ciampino airport € 66.00 (one car up to 3 people)

Please let us know if you wish to reserve this service in order to forward you the application form.

Name	
N° of passengers	
N° of pieces of luggage per person	
Airport	
Arrival date	
Arrival time	
Air company	
Flight number	
Departure city	
Credit card	<input type="checkbox"/> MASTER OR <input type="checkbox"/> VISA
Number of credit card	
Expiry date	

NB: Starting from 20 minutes of delay of flight, there is a surcharge of Euro 5,00 every 30 minutes of driver's waiting.

**I authorize to charge Euro,00 on my credit card 1 DAY BEFORE MY ARRIVAL.
The amount is NOT REFUNDABLE in case of late cancellation or no-show.**

Signature: _____ Date: _____