



CONFERENCE AGENDA

Tuesday 5th May 2009

08:00-09:10 Registration, Coffee and Exhibition

09:10-09:20 **Welcome**

Speaker: **Pierre Lamunière**, Chairman, Edipresse Group & Chairman, FIPP [Switzerland]

09:20-09:30 **Introduction**

Speaker: **Boris Johnson**, Mayor of London (**special recorded appearance**) [UK]

09:30-10:45 **Global Economic and Media Trends: Riding the Storm**

There has probably never been a time when the forces of structural and cyclical change have come together so strongly. The opportunities remain huge, as do the risks. Industry leaders give their views on how to ride the storm and emerge as winners in the media market.

Moderator: **tbc**

Panel: **William T. Kerr**, Chairman of the Board, Meredith Corporation [USA]

Carolyn McCall, CEO, Guardian Media Group [UK]

Aroon Purie, Chairman and Editor-in-Chief, India Today Group [India]

John Smith, CEO, BBC Worldwide [UK]

10:45-11:25 Coffee and Exhibition

11:25-11:55 **The Global Advertising Market**

The advertising downturn will undoubtedly end – but the media landscape may change profoundly as revenue streams shift between platforms. Media owners will need to adapt their brands to secure their share of revenue, and this interview will give essential pointers to the future.

Interviewer: **tbc**

Interviewee: **Maurice Lévy**, CEO, Publicis [France]

11:55-12:50 **What Advertisers Want**

Magazines provide engaged, committed readers and targeted reach. They are influential in purchasing decisions, and are relatively low cost. Are advertisers looking for something more? If so, how can the magazine industry provide the solution?

Moderator: **Stevie Spring**, Chief Executive, Future [UK]

Panel: ***panel to be announced shortly***

12:50-14:10 Lunch and Exhibition

14:10-14:30 **Innovating in a Downturn**

Controversial and brilliant, Felix Dennis has built a major publishing group through imagination, enterprise, and a sound understanding of the market. Passionate about magazines, and an inspirational speaker, he will give an account of his own motivation to succeed.

Speaker: **Felix Dennis**, Chairman, Dennis Publishing [UK]

14:30-15:30 **Breakout Sessions**

Session 1 **Sustainability in Practice: What it Means for the Magazine Industry**

Environmental considerations affect the industry's cost base and reputation. Advances in printing technology and in distribution-chain efficiency, and improved recycling, are reducing the industry's carbon footprint. This session will give practical advice and information.

Moderator: **Peter Phippen**, Managing Director, BBC Magazines & Chairman, PPA [UK]

Panel: **Sally Cartwright**, Director at Large, Hello! [UK]

Steve Howard, CEO, The Climate Group [UK]

Session 2 **Maximising Income from Content in a World of Convergence**

Media organisations across the world are looking at how the high-value content they produce can be distributed across different media and funded by different revenue models. This session, centred on making money from content, also deals with organisational efficiency within media companies.

Moderator: **Jolyon Barker**, Head of UK Technology, Media & Telecommunications practice, Deloitte [UK]

Panel: **Rob Grimshaw**, Managing Director, FT.com [UK]

Marcello Miradoli, Head of Business Development, RCS MediaGroup [Italy]

Dieter Reichert, CMO, Censhare [Germany]

Sophia Stuart, Executive Director - Mobile, Hearst digital media [USA]

Session 3 **Digital Editions: Opportunity or Blind Alley?**

Page-turning technology can make on-screen magazines more like the real thing. Is this part of the future for magazines, or will today's innovation turn out to be a passing phase? And what will be the next developments in digital transmission?

Moderator: **Malcolm Netburn**, Chairman and CEO, CDS Global [USA]

Panel: **Kevin Madden**, Publishing Director – Digital Magazines, Dennis Publishing [UK]

Mark Payton, Online Editorial Director, Haymarket [UK]

Joan Solà, President, Europe & Latin America, Zinio Global [Spain]

Ellis Watson, CEO, Menzies Digital & Menzies Distribution [UK]

15:30-16:05 Coffee and Exhibition

16:05-17:05 **Latest Innovations in Business Media**

Business media companies provide high-value content to specific business audiences – through print, digital, and face to face. Levels of innovation are high. In this session, a panel of business leaders will give visions for the future and pointers to success – many of which will apply to both consumer and business markets.

Moderator: **Phil Stokes**, Head of Entertainment and Media, EMEA, PricewaterhouseCoopers [UK]

Panel: **Bob Carrigan**, CEO, IDG Communications [USA]

Pradeep Gupta, Chairman and Managing Director, CyberMedia [India]

Tim Weller, Group Chief Executive, Incisive Media [UK]

17:05-17:15 **Conclusions for the Day**

Speaker: **Jonathan Shephard**, CEO, PPA [UK]

Wednesday 6th May 2009

08:50-09:00 **Welcome**

Speaker: **Peter Phippen**, Managing Director, BBC Magazines & Chairman, PPA [UK]

09:00-09:20 **Speeding Up in a Slowdown**

Google is arguably the world's most important channel of communication. How should magazines – and book publishers, newspapers, authors – engage with Google, and how should Google engage with them? The relationship is still evolving, and Matt Brittin – a firm believer in magazine brands – is a “must hear” speaker.

Speaker: **Matt Brittin**, UK Country Director, Google [UK]

09:20-09:40 **Innovating in a Downturn**

Will Whitehorn has been innovating in Sir Richard Branson's Virgin empire for almost 20 years. He now holds the title of President of Virgin Galactic - Virgin's rapidly developing commercial space travel division - and as such should be one of the first 'civilians' to take a ride into space in a craft currently under development. Driving the development of the most exciting technology story of the 21st century, Will is perfectly placed to talk about how innovation across all business functions within Virgin has impacted on consumers and brands.

Speaker: **Will Whitehorn**, President, Virgin Galactic [UK]

09:40-10:40 **Adapting Magazine Brands to Conquer the Digital Space**

Magazine brands are adapting rapidly in their digital presence. From being static replications of the printed magazine, digital platforms are now highly versatile, and far more intuitive. The process of change and development will continue, and the panel of industry leaders will show how their own brands continue to adapt and develop.

Moderator: **Christie Hefner**, Former Chairman and CEO, Playboy Enterprises [USA]

Panel: **Didier Quillot**, CEO, Lagardère Active [France]
Hugo Shong, Founding General Partner, IDGVC Partners [China]
James Spanfeller, President and Chief Executive Officer, Forbes.com/Forbes Media [USA]

10:40-11:15 Coffee and Exhibition

11:15-12:00 **Sustaining Editorial Excellence**

Editorial excellence remains key to success in our content-driven industry. Leading editors from around the world demonstrate how excellence can be carried across different formats, and how audiences can be brought into closer engagement with the magazine brand.

Moderator: **Arnaud de Saint Simon**, CEO, Psychologies Magazine [France]

Panel : ***panel to be announced shortly***

- 12:00-12:45 **Paper's Dynamic Future**
 Technological developments and innovations are making print more versatile than ever before, with exciting new possibilities in the use of inks, textures, materials – even scents. These combine to make printed magazines more engaging and a more dynamic part of a multi-platform content strategy. This session provides an essential showcase of innovation.
- Moderator: **Mark Dinning**, Editor, Empire [UK]
 Panel: **John Caris**, CEO, RSDB Holding [The Netherlands]
Paul Kurzeja, Creative Director, Redwood [UK]
Jussi Pesonen, President and CEO, UPM-Kymmene Corporation [Finland]
- 12:45-13:55 Lunch and Exhibition
- 13:55-14:15 **The Future of International Magazine Brands**
 Western economies are growing slowly – if at all; prospects for growth in developing economies remain stronger. In a more globalised market, brands can travel internationally, with potentially high rewards. Jonathan Newhouse gives the Condé Nast experience, and his views for the future.
- Speaker: **Jonathan Newhouse**, Chairman, Condé Nast International [UK]
- 14:15-15:15 **Breakout Sessions**
 Session 1 **Magazines Crossing Borders: Balancing Global Brands and Cultural Differences**
 Established brands may have high recognition internationally, but there are dangers in simply transferring concepts from one country to another. The challenge is to produce a domestic version of a global brand which meets the needs of the local market and keeps within the overall brand vision and identity.
- Moderator: **Jonathan Shephard**, CEO, PPA
 Panel: **Svida Alisjahbana**, Senior Vice President and COO, Femina Group [Indonesia]
Gregory Blatt, Managing Director, Marketing, Communications and Strategy, Edipresse Group [Switzerland]
Kevin Hause, Managing Director, Scientific American [USA]

Session 2 **How to Make Money from Customer Publishing: Delivering ROI for Brands**

More and more companies are realising that magazines are an essential part of their marketing strategy. This session gives practical advice on managing customer publishing contracts.

Moderator: **Martin MacConol**, CEO, Wardour [UK]

Panel: **Jeroen Hemels**, Founder and CEO, Hemels Publishers [The Netherlands]
Marina Specht, EVP Regional Director, MRM Worldwide EMEA [Spain]
Peter Walshe, Global Account Director, Millward Brown [UK]

Session 3 **Criteria for Success in Emerging Magazine Markets**

A growing economy, an educated readership able to afford magazines, local knowledge, local autonomy within central control – these and other factors may be key to success. Real-life examples provide a valuable guide for delegates.

Moderator: **George J. Green**, Chairman, Hearst Magazines International [USA]

Panel: **Tarun Rai**, CEO, Worldwide Media [India]
John Relihan, CEO, Media 24 Magazines [South Africa]
Victor Shkulev, President, Hachette Filipacchi Shkulev [Russia]

15:15-15:50 Coffee and Exhibition

15:50-16:50 **The Magic of Magazines: Building on Our Heritage in a World of Convergence**

Magazines are one of the most powerful means of communication. Their brands, and the talent and imagination underpinning them, provide the strength to expand into new media. In a world of convergence, the magazine heritage is a priceless asset, and industry leaders will provide ideas and inspiration towards a successful future.

Moderator: **The Rt Hon Lord Heseltine CH**, Founder and Chairman, Haymarket Media Group [UK]

Panel: **Cathie Black**, President, Hearst Magazines [USA]
Roberto Civita, Chairman and CEO, Abril Group [Brazil]
Torsten J. Klein, President, Gruner+Jahr International [Germany]

16:50-17:00 Conclusions, close and announcement of the next Congress

Speaker: **Donald D. Kummerfeld**, President, FIPP [UK]