



**MAGAZINE WEEK** *Celebrating the best in print and digital*

**DAY 1**

<b>TIME</b>	<b>SESSION</b>
<b>8.00AM</b>	<b>Registration and coffee</b> <b>Bayside, Level 2, Sydney Convention &amp; Exhibition Centre, Darling Harbour.</b>
<b>8.50-8.55</b>	<b>Opening and welcome from the MC</b> <b>Brad Howarth, Freelance Journalist and Co-author of A Faster Future</b>
<b>8.55-9.05</b>	<b>Welcome:</b> <b>Geoff Hird, Chairman, Publishers Australia, Publisher, Westwick-Farrow Media</b>
<b>9.05-9.30</b>	<b>KEYNOTE: THE CHANGING MEDIA LANDSCAPE</b> Media markets are in a state of flux, both here and overseas. The Australian market is seeing comparatively less volatility in recent trends, but what does that mean for the future? We have been strident in our forecast and belief that in Australia the Print Media markets, in particular, are not going through absolute 'structural' change right now. The severe pressure they are under is more cyclical than structural. With anaemic retail sales growth, and not much greater prospects, where will recovery come from? What will kick start recovery, especially on the advertiser front? Where to from here? <b>Steve Allen, Managing Director, Fusion Strategy</b>
<b>9.30-10.15</b>	<b>Panel &amp; Q&amp;A: ADVERTISING WORKS – VALUING THE INVESTMENT IN MAGAZINES</b> Understanding the needs of advertisers is a crucial skill in successful magazine publishing. How can we tailor our offerings to maximise our appeal to advertisers without compromising our editorial integrity? How can we ensure the long-term loyalty of our advertisers? What audience metrics and data are advertisers looking for us to provide? In this interactive session, a panel including marketers, agencies and audience measurement experts outline some common mistakes to avoid and give tips on building long-lasting relationships. <i>Moderator:</i> <b>Paul McIntyre, Editor-at-large, AdNews</b>  <i>Panellists:</i> <b>Amanda Connors, Marketing Director, Priceline</b> <b>Mark McCraith, COO, Maxus Melbourne</b>

	<b>Paul Dovas, CEO, Audit Bureau of Australia</b> <b>Carly Westwood, National Manager - Brand &amp; Communications, BT Financial Group</b>		
10.15-10.35	<b>KNOW YOUR WORTH – CUSTOM PUBLISHING INSIGHTS</b> PA reveals the results of its landmark survey into custom publishing effectiveness. <b>Angela Brooks, Managing Consultant, McNair Ingenuity Research</b> <b>Bobbi Mahlab, Managing Director, Mahlab Media, and Board Member, Publishers Australia</b>		
10.35-11.00	<b>MORNING TEA – Bayside Terrace</b>		
11.00-11.45	<b>Panel &amp; Q&amp;A: A NEW ERA IN PUBLISHING</b> The industry has undergone massive change over the last decade. Content is now produced around the clock by teams in various locations and in numerous formats, for a range of platforms. An expert panel debates how best to structure a modern editorial team, how to unify cross-platform communication and how to maintain high editorial standards and production values. <i>Moderator:</i> <b>Brad Howarth, Freelance Journalist and Co-author of A Faster Future</b>  <i>Panellists:</i> <b>Jackie Frank, Editor-in-Chief, marie claire</b> <b>Gerry Reynolds, Publishing Director, ACP Magazines</b> <b>Simon Sharwood, Managing Editor, CommStrat P/L</b> <b>Michael McHugh, Editor in Chief, McHugh Media (publisher of MindFood)</b>		
11.45-12.10	<b>CASE STUDY – HOW I GREW A DIGITAL ONLINE PUBLISHING BUSINESS</b> <b>Amanda Gome, CEO, Private Media</b>		
12.10-12.55	<i>International presentation:</i> <b>BUSINESS INFORMATION: A NATURAL REVENUE EXTENSION FOR PUBLISHERS</b>  You've expanded into Marketer Driven Solutions or Marketing Services but have you thought about also adding Business Information products or End User Based Services to your portfolio? This session will define what this potential revenue stream is, why it is a natural area for publishers to pursue, what to consider as you build and monetise your own Business Information service. The mechanics are different but worth the growth, cash flow and profit when done successfully.  <b>Marion Minor, Founder and CEO, M2MEDIA360 (USA) and Board Director, American Business Media</b>		
12.55-2.10	<b>LUNCH – Bayside Terrace</b>		
<b>STREAMS</b>	<b>Stream 1 / Room 202:</b>	<b>Stream 2 / Room 204:</b>	<b>Stream 3 / Room 203:</b>

	<b>DATA &amp; SUBSCRIPTIONS</b> <b>Chair: Vicki Rossi</b> , Retail Sales and Circulation Director, <b>Pacific Magazines</b>	<b>DIGITAL BUSINESS</b> <b>Chair: Phil Sim</b> , CEO, <b>MediaConnect Australia</b>	<b>EDITORIAL</b> <b>Chair: Tim Addington</b> , Editor, <b>B&amp;T, Reed Business Information</b>
2.10-2.50	<b>KNOWLEDGE IS POWER</b> Information is key when it comes to marketing. How much do you really know about your customer base? How do you leverage that knowledge? This session explores how advanced data and analytics can improve subscription performance and inform marketing and product development decisions.  <b>Will Scully-Power</b> , Managing Director, <b>Datarati</b>	<b>HOW TO SELL MORE ONLINE</b> This session focuses on how to generate advertising revenue from digital products. How do we measure and charge for the audience? Are advertisers' expectations realistic?  <b>Tom Skotidas</b> , Founder and Director, <b>Skotidas B2B Social Media Lead Generation</b> .	<b>MULTI-TASKING MASTERCLASS</b> Publishing is evolving by the minute and so is the role of the journalist. In addition to writing and editing, today's journalists may have to be proficient in photography and video, and become the face of their brand through public speaking, podcasts, etc. Journalists are also being tasked with meeting marketing objectives and have to understand tagging and key words. How to equip journalists to meet these new challenges?  <b>Dr Glen Fuller</b> , Assistant Professor, Journalism & Communication Studies, <b>University of Canberra</b>
2.50-3.30	<b>INTERNATIONAL PRESENTATION: WHAT'S NEW IN SUBSCRIPTIONS?</b> The latest subscription techniques used by overseas publishers are examined through a series of case studies. These success stories offer insight into areas such as converting free-to-paid subs, up-selling and cross-selling.  <b>Alan Weaver</b> , <b>United Kingdom</b> Independent consultant working with publishers and membership organisations to increase subscription revenues and profits.	<b>THE RIGHT FIT</b> Data Analyst; Content Marketer; Audience Developer... the digital publishing boom has created a need for media professionals whose roles don't always fit into a publisher's traditional structure. How do we define these roles? How do they fit into your business? Where do you find the right people?  <b>Rebecca Haagsma</b> , Head of Health & Lifestyle and Head of Mobile Audience, <b>ninemsn</b>	<b>Panel &amp; Q&amp;A: BUILDING COMMUNITIES</b> Journalists no longer just produce print products or websites, they have to build online and real world communities of loyal and engaged users across multiple channels. Those who have succeeded share their tips <u>Moderator:</u> <b>Tim Addington</b> , Editor, <b>B&amp;T</b>  <u>Panellists:</u> <b>Karen Stocks</b> , Head of Media Solutions, <b>YouTube</b> and Display, <b>Google</b>  <b>David Hollingworth</b> , Editor, <b>Atomic Magazine</b> , <b>Haymarket Media</b>  <b>Nate Cochrane</b> , Journalist

			<b>Heidi Allen</b> , Digital Strategist and Consultant
<b>3.30-4.00</b>	<b>AFTERNOON TEA – Bayside Terrace</b>		
<b>4.00-4.50</b>	<p><b>Panel &amp; Q&amp;A: DRIVING SUBSCRIPTIONS</b> A panel of experts discuss how best to apply innovative subscription strategies to the Australian market. <i>Moderator:</i> <b>Bruna Rodwell</b>, Circulation Marketing Consultant</p> <p><i>Panellists:</i> <b>Alan Weaver</b>, UK Consultant <b>Tonya James</b>, General Manager Subscription Services, <b>Network Services</b> <b>Hunter Drinan</b>, Managing Director, <b>iSubscribe</b> <b>Daniel Green</b>, Publisher/Editor, <b>Run For Your Life</b></p>	<p><b>Panel &amp; Q&amp;A: DIGITAL REVOLUTION</b> The panel will tackle the subject of profitability in digital magazines and apps. Is the cannibalisation of print circulations inevitable? Does it matter? What are the challenges of the digital newsstand? <i>Moderator:</i> <b>Phil Sim</b>, CEO, <b>MediaConnect Australia</b></p> <p><i>Panellists include:</i> <b>Remco Koster</b>, Managing Director, <b>Woodwing</b> <b>Joan Solà</b>, President, <b>Zinio International</b> <b>Jayne Ferguson</b>, Paid Content Project Manager, <b>News Magazines</b> <b>Keith Ahern</b>, CEO, <b>Oomph</b> <b>Craig Treweek</b>, MD, <b>StreetPress Australia</b></p>	<p><b>Panel &amp; Q&amp;A: THE SOCIAL BEAT</b> For journalists, social media tools are an opportunity to connect with their audience in new and exciting ways. How can we make the most of this channel of communication whilst maintaining editorial standards and both brand and personal integrity? <i>Moderator</i> <b>Fiona MacDonald</b>, Education Editor, <b>COSMOS magazine</b></p> <p><i>Panellists:</i> <b>Tiffany Dunk</b>, Editor, <b>Dolly, ACP Magazines</b> <b>David Kettle</b>, Managing Director <b>Globe Publishing</b> <b>Isabelle Oderberg</b>, Social Media Editor <b>The Herald &amp; Weekly Times Melbourne</b></p>
<b>4.50</b>	<b>Close of Day 1</b>		
<b>5.00</b>	<b>OFFICIAL WELCOME DRINKS – Bayside Terrace</b>		

## DAY 2

TIME	SESSION
8.15AM	<b>Registration and coffee</b>
8.50-9.00	<b>Opening and welcome from the MC</b> <b>Brad Howarth</b> , Freelance Journalist and Co-author of <b>A Faster Future</b>
9.00-9.20	<b>WELCOME &amp; OVERVIEW OF INTERNATIONAL TRENDS</b> <b>Phil Scott</b> , Managing Director, <b>ACP Magazines</b> , and Asia Pacific representative, <b>FIPP</b>
9.20-10.05	<b>INTERNATIONAL PRESENTATION: REINVIGORATING THE SALES PROCESS</b> Revenue growth in today's economy is mission-critical, and is the most challenging for any publisher, large or small. This session will help you identify the missing elements in current sales practices. You will receive new ideas on targeting media revenue opportunities, and how to restructure and reinvigorate your sales strategy and processes.  <b>Ryan Dohrn</b> , Founder & CEO, <b>Brain Swell Media USA</b>
10.05-10.50	<b>Panel &amp; Q&amp;A: MAKING DIGITAL MEDIA PAY</b> Both publishers and readers demand online content of the highest standard, but quality doesn't come cheap. In this session the panel addresses the hot topic of paid content. How do we introduce a paid content model without losing our audience? <i>Moderator:</i> <b>Megan Brownlow</b> , Executive Director, <b>PwC Australia</b>  <i>Panellists:</i> <b>Marina Go</b> , Publisher, <b>Independent Digital Media</b> <b>Antonino Tati</b> , Publisher and Editor, <b>Cream Magazine</b> <b>Jayne Ferguson</b> , Paid Content Project Manager, <b>News Magazines</b>
10.50-11.10	<b>MORNING TEA – Bayside Terrace</b>
11.10-11.30	<b>CASE STUDY – TURNING A SMALL BUSINESS INTO A \$25M TURNOVER BUSINESS</b>  Aspermont Limited – A 5 year journey of transforming a media business  <b>Colm O'Brien</b> , Group CEO, <b>Aspermont Limited</b>
11.30-12.20	<b>Mumbrella Question Time – Publishers, Marketers and Media Buyers on the couch</b> <b>Mumbrella</b> Editor-in-Chief, Tim Burrowes, chairs an interactive session in which you put the questions to our panel of magazine industry bosses, agency heads and advertisers.  <i>Panellists:</i>

	<p><b>Simon Davies</b>, Head of Print <b>OMD</b>  <b>Peter Russell</b>, General Manager Marketing, <b>Fisher &amp; Paykel</b>  <b>Nick Chan</b>, Chairman, <b>Magazine Publishers of Australia</b>, CEO, <b>Pacific Magazines</b>  <b>Geoff Hird</b>, Chairman, <b>Publishers Australia</b>, Publisher, <b>Westwick-Farrow Media</b></p>		
12.20-1.30	<p><b>LUNCH – Bayside Terrace PLUS Prize draw for conference feedback survey</b></p>		
<b>STREAMS</b>	<p><b>Stream 4 / Room 204:</b>  <b>INNOVATIONS IN PRODUCTION &amp; DISTRIBUTION</b>  <b>Chair: Brad Howarth, Journalist and co-author, A Faster Future</b></p>	<p><b>Stream 5 / Room 202:</b>  <b>NEW REVENUE STREAMS</b>  <b>Chair: Rayma Creswell, Director, Audience &amp; Product Development, Conexus Financial</b></p>	<p><b>Stream 6 / Room 203:</b>  <b>ENGAGING WITH READERS: MARKETING, VIDEO &amp; SOCIAL MEDIA</b>  <b>Chair: Chris Bland, Managing Director Great Southern Press</b></p>
1.30-2.10	<p><b>International presentation:</b>  <b>INNOVATIONS IN PRINT</b> Printing technology is evolving at speed – how can publishers take advantage of printing innovations to enhance reader engagement and keep print in the frame for both advertisers and readers? Kenneth will discuss the options available across QR codes, electronic inserts, micro-encapsulation and other print technological solutions.</p> <p><b>Kenneth Pecca</b>, Director, Pre Media &amp; Digital Imaging Solutions, <b>Hearst Magazines</b></p>	<p><b>Please note, STREAM 5 will commence at 2.10pm. We invite you to attend the presentation in Room 204 or 203.</b></p>	<p><b>International presentation:</b>  <b>DEVELOPING AN EFFECTIVE MARKETING STRATEGY</b>  Publishers have an array of marketing channels available to them, which makes choosing the right marketing strategies for the right audience difficult. Channels such as newsletters are an accepted communication method, but there is always room for improvement to deliver better ROI. The session covers techniques you can use to build a solid subscription base, and how to engender loyalty among readers and advertisers.</p> <p><b>Ryan Dohrn</b>, Founder &amp; CEO, <b>Brain Swell Media USA</b></p>
2.10-2.50	<p><b>Panel &amp; Q&amp;A: MAIL MATTERS</b>  The panel discusses the latest techniques in mailing and finishing – from environmental materials, advances in printing, advertising and personalisation through to digital engagement methods and data segmentation. Learn about the new developments and look into the future to envisage how publishers can keep their print</p>	<p><b>Panel &amp; Q&amp;A: MULTI-PLATFORM BUNDLING - making it work for your business</b>  Advertisers rarely want to buy just advertising these days; they want a multi-platform engagement with the audience. How should we present integrated online and print solutions such as advertising, custom projects and branded content to potential advertisers? And</p>	<p><b>Panel &amp; Q&amp;A: ENGAGING EVENTS</b>  The audience is any publisher's greatest asset, and events are a proven opportunity for adding additional revenue and increasing customer loyalty. This session explores the secrets behind planning and executing successful integrated events.  <i>Moderator:</i></p>

	<p>products thriving. <i>Moderator:</i> <b>Bobbi Mahlab</b>, Managing Director, <b>Mahlab Media</b></p> <p><i>Panellists:</i> <b>Mark Sayle</b>, Managing Director, <b>Future Sources</b> <b>Andy Franks</b>, Procurement Specialist <b>Alistair Tod</b>, Manager, Letters, Product and Systems, <b>Australia Post</b></p>	<p>how do we develop these skills over time? <i>Moderator:</i> <b>Rayma Creswell</b>, Director, Audience &amp; Product Development, <b>Conexus Financial</b></p> <p><i>Panellists:</i> <b>Mark Kelly</b>, Group Publisher, Lifestyle, <b>News Magazines</b> <b>Martin White</b>, Commercial Manager, <b>Universal Magazines</b> <b>John Lazzara</b>, National Operations Manager, <b>Just Magazines</b> <b>Alex Whitlock</b>, Group Publisher, <b>Sterling Publishing</b></p>	<p><b>Chris Bland</b>, Managing Director, <b>Great Southern Press</b></p> <p><i>Panellists:</i> <b>Jodie Salmon</b>, Head of Events, ABC Licensing, <b>ABC Commercial</b> <b>Paul Davis</b>, National Events Manager <b>Westwick-Farrow Media</b> <b>Phil Sandberg</b>, Publisher, <b>Content + Technology Magazine</b></p>
2.50-3.30	<p><b>Panel &amp; Q&amp;A: THE FUTURE OF RETAIL</b> Is the newsagency sector in decline? How can publishers engage with newsagents to grow both digital and print sales. What distribution challenges do we face, and how do we overcome them? <i>Moderator:</i> <b>Mark Darton</b>, Circulation Director, <b>Universal Magazines</b></p> <p><i>Panellists</i> <b>Mark Fletcher</b>, Founder, <b>Tower Software</b>, and Author, <b>the Australian Newsagency Blog</b> <b>Andrew Packham</b>, President, <b>Newsagents Association of NSW &amp; ACT Ltd (NANA)</b> <b>Terry Thelwell</b>, Circulation Director, <b>Lovatts Publishing Group</b> <b>Craig Davison</b>, Managing Director, <b>Gordon and Gotch</b></p>	<p><b>Panel &amp; Q&amp;A: NEW REVENUE OPPORTUNITIES</b> What else can we offer our clients beyond advertising? Creative, content, custom publishing, lead generation and marketing services are all possibilities. The panel looks at how to create new opportunities. <i>Moderator:</i> <b>Wilson da Silva</b>, Editorial Director, <b>Luna Media</b></p> <p><i>Panellists include:</i> <b>Fergus Stoddart</b>, Commercial Director, <b>Edge Custom Media</b> <b>Geoff Hird</b>, Publisher, <b>Westwick-Farrow Media</b> <b>Martin Lane</b>, Publisher, <b>Focal Attractions</b></p>	<p><b>MONETISING SOCIAL MEDIA</b> Social media tools are proving invaluable when it comes to engaging readers, but with a plethora available how do you decide what's best value for your time and money. For example, what's a good Facebook page? How can publishers leverage social media for profit This session looks at how social media can be used to drive copy sales and subscriptions and increase digital revenues.</p> <p><i>Presentation by:</i> <b>Heidi Allen</b>, Consultant and Digital Strategist with 15 years experience working in publishing in the UK and Australia.</p> <p>Followed by panel discussion and Q&amp;A</p>
3.30	<b>CLOSE</b>		
6.00pm	<b>EXCELLENCE AWARDS, DOLTONE HOUSE, Jones Bay Wharf, Pyrmont – Drinks followed by Gala Dinner and Awards, 7.00pm</b>		

