

DIGITAL STRATEGIES FOR BOOK PUBLISHERS

Tuesday, 12 May 2009

The Wanderers Club, Illovo, Johannesburg

Why Should You Attend?

Business and revenue models are changing rapidly. Join us for a series of case studies, explore current best practices, look at winning strategies and learn from leading publishers who have mastered their websites and industry leaders who have looked into the future.

Who Should Attend?

- Managing Director
- Publishing Director
- Marketing Director & Marketing Manager
- IT Director & IT Manager
- Publisher
- Head of Digital & Digital Content Manger
- Web Master & Web Designer
- New Media Manager
- Writers & Authors
- Agent
- Business Manager
- Technologists

Supported By:



Please contact Mirza Parker of Classic Events Cape Town (021) 637-1684, Cell: 084-305-5922, e-mail: Mirza@classicevents.co.za for more information or to book your seats!

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Day One

Tuesday, 12 May 2009

- 07:30 Registration & Early Morning Coffee
- 08:30 Welcome & Opening Remarks from the Chairperson
Dr Nicol Faasen
PASA Legal Affairs Sector
- 08:45 The future is here: A new media overview and a look at international publishers
- The rise in connectivity in Southern Africa
 - The new undersea cables and the broadband revolution
 - The mobile explosion and the rise of mobile content
 - Web 2.0 and counting, platforms, sharing, networking, and social media: why it matters
 - What Google are doing – planning to have every book finable on the web & more
 - Gadgets: Mobile phones, digital readers & emerging devices
Arthur Goldstuck, Managing Director
World Wide Worx
- 09:30 International Case Study: Successfully moving into the age of digital books
- An overview of our group, products, where we operate and what is growing and what isn't
 - International market facts and trends (Japan, Europe, USA, UK)
 - eBooks – some models on making this financially viable and mass market adoption (UK)
 - The growing audio book market and other niche products
 - Our tools: the digitalist, other web 2.0 tools, traffic and numbers
 - Some thoughts on the future
Michael Bhaskar, Digital Editor
Pan Macmillan UK
- 10:15 Morning Coffee
- 10:45 Case Study: Towards a web based business success model
- Our business, who we are, what we do and how we can help you
 - From "web 2.0" (last year) to "web cloud" (this year): incorporating the latest-generation tools to build communities online
 - The "Monetization mix": affiliation, e-trading and advertising strategies; tools and partners worth mentioning
 - Latest trends among successful online publishers
 - Mobile devices, eReaders and more
Ben Williams, Publishing Editor,
BOOK SA
- 11:30 Case Study: A new kind of Publishing – and all of it online
- The worldwide trend of self-publishing
 - Challenges for the South African book publishers
 - Taking the trend online and building an online business from scratch
 - Monetising an online community – site features and tools
 - The relevance of social networking for success
Rhode Oodendaal, General Manager,
Crink &
Marí Visagie, Online Publishing Coordinator,
Crink
- 12:15 Case Study: Successful deployment to mobile – Strategy & business models
- Our strategy, our market, our product range, our revenue models
 - Content, how it works, planned improvements
 - Challenges of multi language offerings, our team
 - Incorporating Video, Audio or advertising
 - A recent launch on mxit & partnering for success – Facebook & others
 - Alternative revenue streams on mobile for publishers and the audio book market, expected growth, getting started
Dr Wanda Smith-Muller, Publisher/Lexicographer,
Pharos Dictionaries, an imprint of NB Publishers &
Bertus Preller, Marketing Executive
ePub & Cellbook
- 13:00 Lunch
- 14:00 Case Study: EBW Healthcare and fast-track ebook strategies
- What is an ebook? Costs, technology and standards
 - Why you should offer ebooks — Some advantages of ebooks to publishers and readers
 - Ebook retailers and distribution: cases, fees and revenue
 - Design, typesetting, editing and proofreading for ebooks
 - Formats: PDF, epub and HTML
 - Rights and digital rights management
 - The academic and professional market: university, school and corporate training
 - Statistics
Arthur Attwell, Managing Director
Electric Book Works
- 14:45 Afternoon Tea
- 15:15 Case Study: Technical aspects of print to mobile & monetising of this change
- Research driving change, what made us do it?
 - What we have done, implications technically
 - Fundamentals, the format of the content
 - How fast are we expecting to change and successfully monetising new platforms
Mark Seabrook, IT Director
Random House Struik and
Pieter Traut, Managing Director
Cellbooks
- 16:00 Case Study: Using Web 2.0 tools to extend the book sales cycle & the large eBook potential for UNI SA
- Incorporating and using Web 2.0 tools in your site to reach and retain customers
 - How we are using web 2.0 tools to assist our research teams to collaborate
 - Some thoughts on our future plans and strategy
 - Our wish list from eBook publishers
Marie Botha, Team Leader Collection
Developers
UNI SA
- 16:30 End of Day
- 16:45 to 19:00 Networking Cocktail function on the terrace

Registration Form

(Please photocopy form if more than three delegates)

Attention: Classic Events

Fax: 086-514-5412

Email: mirza@classicevents.co.za

Tel: 011 673-7366 / 7387 / 7095

Address: P.O. Box 291765, Melville, 2109

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DATE: 12 May 2009

FEE per delegate

Inclusive of course materials, refreshments and lunch.
All prices inclusive of VAT.

DISCOUNT - A massive 20% Early Bird discount if booked and paid by 31 March 2009 - R2776-00

Prices for bookings after 31 March 2009 - R3470-00

VENUE: Wanderes Club, Illovo, Johannesburg

REGISTRATION DETAILS

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Company/Organisation: _____

Amount Payable: R_____

VAT Number: _____

Physical Address: _____

Postal Code: _____

Postal Address: _____

Postal Code: _____

Telephone: _____

Fax: _____

Email: _____

Signing this form entails your understanding of the Registration and Payment requirements:

- A confirmation letter and invoice will be faxed/emailed to you upon receipt of your registration form, reserving your seat/s.
- Kindly make payment to guarantee your seat/s as non payment may result in your seat allocated to someone else
- Electronic payment/direct deposit can be made to Standard Bank Account #: 401 025 500. Account Name: Classic Exhibitions & Conferences cc. Branch: Melville. Branch Code: 006105. Kindly indicate company/delegate name/invoice as reference
- Please make cheque payable to: Classic Exhibitions & Conferences
- An official receipt of your payment will be provided, only upon request.
- A certificate of attendance will be provided, only upon request.
- No cancellation and refund given within thirty days of event dates but replacement delegate is welcome.
- No refund given if delegate did not show up at event but course materials, if any, can be sent.
- Organiser reserves the right to change venue, date, programme and/or speaker/s if circumstances require.
- Organiser will refund payment if event is cancelled. If cancellation is not caused by organiser i.e. natural causes, regret no refund will be provided.
- Please inquire if you need special lunch i.e. vegetarian, kosher, halaal etc, accommodation or disabled facilities

Signature: _____

Submitted By: _____

Organisation / Company: _____

Date: _____

