

THE NEXT STEP - ADVANCING WEB 2.0 FOR TRADITIONAL MEDIA

11-12 February 2009

The Pavilion Conference Centre, V&A Waterfront, Cape Town

Why Should You Attend?

- Hear Case Studies on the most effective ways to monetize your online media business
- Debate the "3Cs" of Online Publishing: Control, Content and Copyright
- Start utilizing Mobile Social Media
- Network with leaders and innovators in the local and international social media scene

Who Should Attend?

- Online Publishers
- Print Publishers
- Editors
- CEOs
- Advertising Agency Executives and Creative Directors
- Head of Digital and Digital Innovation Managers
- General Managers: Social Media
- Marketing Managers
- Brand Managers
- Technology Managers
- Agency Account Managers
- Business Development Directors and Managers
- Creative Advisors
- Strategic Planning Directors and Managers
- Media Planners
- Account Directors and Managers
- Web Developers and Web Masters
- New Media Managers
- Head Writers

Co-Sponsor:



Endorsed by:

The OPA is proud to be associated with this digital initiative



Supported by:



Media Partners:



Please contact Nigel or Alan of Classic Events for more information and to book your seats!
Or download invite brochure from <http://www.classicevents.co.za/conference.htm>

Event Organiser: Classic Events

P.O. Box 291765 Melville
2109 Johannesburg

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Website: www.classicevents.co.za



CONFERENCE

THE NEXT STEP - ADVANCING WEB 2.0 FOR TRADITIONAL MEDIA

OPENING
CONFERENCE

Day One
Wednesday, 11 February

- | | | |
|-------|--|---|
| 07.00 | Registration & Early Morning Refreshments | |
| 08.30 | Welcome and Opening Remarks from the Chairperson | <ul style="list-style-type: none">• Internal production vs. syndication?• The good, the bad, the ugly — and the incredibly rewarding possibilities Jason Elk CEO and Founder Zoopy.com |
| 08.45 | The State of Online Publishing in South Africa: Drilling Down into the Online Media 2008 Survey <ul style="list-style-type: none">• The growth trends: the explosion has started• The rise of the blog• The obstacles that remain• The ad industry comes on board• Constructing the future Arthur Goldstuck Managing Director World Wide Worx | 13.00 Lunch |
| 09.30 | Key Trends and Attributes in the Online Publishing Game: Principles That Your Online Business Should Adopt to Ensure Reader and Advertising Growth <ul style="list-style-type: none">• Understanding multiple-platform & multiple-format publishing• Building loyalty by making the user / customer part of the publishing process• Embracing the world of social media Matthew Buckland GM: Publishing and Social Media 24.com | 14.00 Bits & Pieces: Web 2.0 and New Forms of Social Organisation and Control <ul style="list-style-type: none">• Unpacking the hype around Web 2.0• The new kinds of social organisation that have emerged in Web 2.0• The implications for traditional notions of copyright and IP• Rethinking IP in the new environment — Creative Commons Prof Christo Doherty Head: Digital Arts University of the Witwatersrand |
| 10.15 | Morning Refreshments | 14.45 Alternative Business Models for Media <ul style="list-style-type: none">• The attention economy• Some rights reserved licensing• The business case for sharing Dave Duarte MD HuddleMind Labs and Public Lead Creative Commons South Africa |
| 10.45 | CASE STUDY: Web 1.9 and Counting <ul style="list-style-type: none">• Seducing a mainstream audience into the Web 2.0 world without alienating them• The difference between an online community and traditional readers Chris Roper Editor-in-Chief 24.com | 15.30 Using Open Licences Strategically <ul style="list-style-type: none">• Do you want to own it anyway?• The right licence for your business model• Managing the risks of user-generated content Andrew Rens Intellectual Property Fellow Shuttleworth Foundation and Legal Lead Creative Commons South Africa |
| 11.30 | CASE STUDY: Moving from Print to Online — Is it That Difficult and Why? <ul style="list-style-type: none">• What is success online?• Local market forces and trends vs. those in the US• Lessons from online successes• Key challenges to overcome• Things to look for when investing in a new online business JP Farinha Chief Technical Officer/Chief Operating Officer 24.com | 16.15 Afternoon Refreshments End of Day One |
| 12.15 | CASE STUDY: The New Media Production Room <ul style="list-style-type: none">• Expanding your publication into online, mobile and back again isn't simple but it doesn't have to be difficult• Where and how does citizen journalism fit in and when and where should moderation apply?• What about hosting, conversion, uploading and formats? | |

THE NEXT STEP - ADVANCING WEB 2.0 FOR TRADITIONAL MEDIA

Day Two
Thursday, 12 February

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|-------|--|-------|---|
| 07.30 | Early Morning Refreshments | 12.30 | INTERNATIONAL PRESENTATION: fring & Connected Mobile Communities – Creating Mobile2.0 SuperGlue <ul style="list-style-type: none">• fring overview & evolution• Look No WAP! Connected mobile internet platform• Services, content & communities: connecting users around real-time shared experiences• Live mobile brand experiences: providing stickiness for 3rd party brands• Returning freedom & control back to the mobile consumer Neal Fullman Global Communications Director fring |
| 08.30 | Opening Remarks from the Chairperson | 13.15 | Lunch |
| 08.45 | INTERNATIONAL CASE STUDY: Maximising Your Online Revenue Using Google's Online Media Applications and Innovations <ul style="list-style-type: none">• Google in South Africa• Google's way of innovation Stafford Masie Country Manager Google SA Google's AdSense <ul style="list-style-type: none">– Case studies of media companies using AdSense: effectiveness vs traditional advertising streams <ul style="list-style-type: none">• Partnerships• Google apps Frederick Leuschner Manager: Strategic Partnerships – Emerging Markets Google UK Ltd | 14.15 | CASE STUDY: Integrating New Media into the Advertising Campaign – Part Two <ul style="list-style-type: none">• Saatchi and Saatchi's AtPlay – global research results and successes• Creating a compelling solution – relationship building and engagement• Online marketing – two not so typical campaigns• Online and mobile best suited to interactive promotions and competitions Allan Kent Head Saatchi&Saatchi AtPlay |
| 09.45 | Mobile Social Media <ul style="list-style-type: none">• Industry trends• Location-based services• Case studies: the grid, zyb• Implications for mobile advertising Vincent Maher Portfolio Manager: Social Media Vodacom | 15.00 | CASE STUDY: Moving On – The New Times & Monetising the Business <ul style="list-style-type: none">• The Story Until Now: The Times Print Edition and The Times Online<ul style="list-style-type: none">– business models, vision etc.– The inside scoop (readership, costs, revenues, strategic partnerships etc.)• A New Era: Relaunch and a glimpse of the future<ul style="list-style-type: none">– project roadmap– strategic vision– new features– community engagement– product innovation etc. Colin Daniels Online Publisher Avusa Media |
| 10.30 | Morning Refreshments | 15.45 | How the Online Publishers Association (OPA) Has Made the Web a Better Place for Publishers to do Business <ul style="list-style-type: none">• OPA Milestones in 2008• OPA's vision for 2009• Insights into what it takes to make your web property commercially viable<ul style="list-style-type: none">– what is reasonable to expect– what you need to do Adrian Hewlett Chairman OPA and MD Habari Media |
| 11.00 | CASE STUDY: Going Digital: We Started Building a Website and Ended up Re-inventing our Business <ul style="list-style-type: none">• Brief overview of the company – 26 years in publishing• The challenges of taking a traditional media company into the digital arena• Acting as a change agent in an industry where very few role players are online• The strategy: planning, developing, implementation, launch, marketing and adapting• Results and achieving commercial success Hestelle Robinson Head Homemakers Digital Mary Mzumara Account Director Quirk eMarketing | 16.30 | Afternoon Refreshments End of Conference |
| 11.45 | CASE STUDY: JunkMail Online – How We Have Successfully Monetised Our Business Online <ul style="list-style-type: none">• Subscriptions to view content• Selling trader accounts to businesses• Selling private advertisers upgraded ads at a price• SMS initiatives on mobile phones• Teams – how we have used our people to maximise the online part of our business Felix Erken Managing Director Junk Mail | | |

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Registration Form

(Please photocopy form if more than three delegates)

Attention: Classic Events

Fax: 086-514-5412

Email: alan@classicevents.co.za

Tel: 011 673-7366 / 7387 / 7095

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

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DATE: 11 & 12 February 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 25 December 2008

Both days: R3900-00, One day: R1999-00

Prices for bookings after 25 December 2008
Both days: R4799-00, One day R2399-50

VENUE: The Pavilion Conference Centre,
V&A Waterfront, Cape Town

REGISTRATION DETAILS

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Both Days Day 1 Day 2

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Both Days Day 1 Day 2

Delegate Name & Title: _____

Job Title: _____

E-Mail: _____

Both Days Day 1 Day 2

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 seven days prior to the event date but replacement delegate can be sent.
- 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: _____

