

FIPP WORLD CONGRESS LONDON

9-11 OCTOBER



Tobacco Dock, London
fippcongress.com

Agenda

As of 6 October 2017

Note: agenda remains subject to minor change

DAY 0, Monday 9 October

Opening Banquet, starts 7 pm to late

DAY 1, Tuesday 10 October

Channel moderators:

- Main stage: Mike Hewitt, MD, Aداugeo Media, UK
- Specialist stage: Carolyn Morgan, Founder, Penmaen Media, UK
- Innovation and Insight Theatre: Nikolay Malyarov, Chief Content Officer and General Counsel, PressReader, Canada

| 08:00-09:00 60 minutes | | Networking Coffee | | |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------|--|
| Time | Main Stage | Specialist Stage | Innovation Theatre | |
| 08:45-09:00 15 minutes | Audience call Mike Hewitt, MD, Aداugeo Media, UK | | | |
| 09:00-09:20 20 minutes | Welcome to London We kick off the Congress with a quick welcome and overview of the state of the industry. James Hewes, President and CEO, FIPP, and Jerzy Baczynski, Editor in Chief and President of the Board, Polityka, and FIPP World Congress Chairman, Poland | | | |

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| 09:20-09:40 20 minutes | <p><i>Leadership</i></p> <p>A leadership blueprint for the future</p> <p>Recognised as one of Britain's most dynamic and agile publishers, Dennis continues to inspire, inform and entertain audiences with multiple award-winning brands across platforms. Here Dennis CEO and PPA Chairman James Tye sets out his roadmap to success for the publishing industry.</p> <p>James Tye, CEO of Dennis and Chairman of PPA, UK</p> | | |
| 09:40-10:00 20 minutes | <p><i>Business models</i></p> <p>Globalise your niche: Building Vogue International</p> <p>Global publishers increasingly have to navigate the emerging 'world of two internets' – the American-run Google-Apple-Facebook-Amazon and Chinese-run Baidu-Alibaba-Tencent. Using examples from his time with The Guardian and now Condé Nast International, with particular reference to the Vogue International project, Wolfgang Blau explains how this impacts on strategies for building global brands today.</p> <p>Wolfgang Blau, President, Condé Nast International, UK</p> | | |
| 10:00-10:05 5 minutes | Interval | Interval | Interval |
| | Main stage | Specialist stage | Innovation Theatre |
| 10:05-10:25 20 minutes | <p><i>Transformation</i></p> <p>Rewriting the script at Abril</p> <p>Brazil's Abril has undergone dramatic transformation with truly inspiring results and lessons for all publishers irrespective of market shape or size. Walter Longo is here to tell you more.</p> <p>Walter Longo, President, Abril, Brazil</p> | <p><i>Innovation in magazines</i></p> <p>What a children's magazine can teach us about the future of print</p> <p>In less than two years since its 2015 launch, The Week Junior has managed to get more than 50,000 children to read news... all in print and all paid. Join Kerin O'Connor as he shares the story, and explains to us what children can teach us about the future of print.</p> <p>Kerin O'Connor, Chief Executive, The Week, UK</p> | <p><i>Revenues: Content</i></p> <p>New revenue streams for the new world</p> <p>Meredith's Larry Sommers explains how the US giant overhauled its content licensing model to make it a significant proportion of the company's financial performance.</p> <p>Larry Sommers, VP: Content Licensing, Meredith, USA</p> |
| 10:25-10:55 30 minutes | <p><i>Transformation</i></p> <p><i>Panel discussion</i></p> <p>Reboot 2.0: Embracing the future</p> <p>Industry leaders share their experiences of transforming their organisations – as well as their guidance for building a prosperous future for the publishing industry.</p> <p>Philipp Schmidt, Chief Transformation Officer and MD: Prisma Media Solutions, Prisma Media, France</p> <p>Tom Bureau, CEO, Immediate Media Co., UK</p> <p>Natasha Christie Miller, Divisional CEO, Ascential, UK</p> <p>Interviewed by Peter Kreisky, Chairman, The Kreisky Media Consultancy, USA</p> | <p><i>Audience engagement: Events</i></p> <p><i>Deep-dive</i></p> <p>Building event experiences audiences love</p> <p>The mastermind behind building programmes for events such as Cannes Lions is here to share insights and ideas on how to create and deliver events that truly enhance the audience experience.</p> <p>David Davies, Executive Creative Director, Cannes Lions, UK</p> | <p><i>Revenues: content discovery</i></p> <p>Innovating for the "Me First" generations</p> <p>For the first time in history we all own our communication at mass scale and global level – a new reality where individuals control what, where, when and how they discover, consume, create and share content. The "Me First" generation isn't an age group – it's a place in time. Join Nikolay as he considers innovations helping to attract, engage and monetise readers at times and places past business models had missed.</p> <p>Nikolay Malyarov, EVP, Chief Content Officer and General Counsel, PressReader, Canada</p> |

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| 10:55-11:15 20 minutes | Coffee break | Coffee break | Coffee break |
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| | Main stage | Specialist stage | Innovation Theatre |
| 11:15-11:45 30 minutes | <p><i>Special Interest media</i> <i>Panel discussion</i></p> <p>The enduring power of special interest media</p> <p>Industry experts discuss why special-interest brands not only continue to command loyalty from audiences and commercial partners, but also why they are uniquely suited to the future in a multi-platform world.</p> <p>Yulia Boyle, VP Global Media and Experiences, National Geographic Partners, USA</p> <p>Lisa Granatstein, Editor and VP of Content and Events, Adweek, USA</p> <p>Gerrit Klein, CEO, Ebner Media Group, Germany Interviewed by Mike Hewitt, Managing Director, Adageo Media</p> | <p><i>Audience engagement: Platforms</i> <i>Panel discussion</i></p> <p>Engaging audiences across platforms</p> <p>From Facebook to Snapchat to Instagram and beyond – we discuss how different platforms and a commitment to audience data and insight can help you build and engage dedicated audiences.</p> <p>Hannah Ray, Head of Social Strategy and Storytelling, Condé Nast International, UK</p> <p>Marion Mertens, Senior Digital Editor, Paris Match, France</p> <p>Vince Errico, Chief Digital Officer, Trusted Media Brands, USA Interviewed by Carolyn Morgan, Founder, Penmaen Media</p> | <p><i>Innovation in paper</i> <i>Deep-dive</i></p> <p>What publishers can learn from UPM's innovation in paper</p> <p>Today, more than ever, people make media and purchasing decisions based on their personal preferences – simply because they have the freedom of choice. Contrary to what some believe, paper has many, undeniable strengths as part of the media mix. Found out what publishers can learn from UPM's innovative approach to paper, the trends they see develop among their clients and what this tells us of paper as a sustainable solution for today's lifestyle trends.</p> <p>Dr. Stefanie Eichiner, Manager: Environmental Market Support CE, UPM, Germany</p> |
| 11:45-11:50 5 minutes | Interval | Interval | Interval |
| | Main stage | Specialist stage | Innovation Theatre |
| 11:50-12:10 20 minutes | <p><i>Special Interest: commerce</i></p> <p>Pivoting into the e-commerce fast lane</p> <p>Learn how, in three years, Dennis built a small car buyer ecommerce site with turnover of £400,000 into a business turning over in excess of £30 million. Pete Wootton explains how this contributed to the group's revenue diversification, helped with pivots and brand extensions and ties back into the existing portfolio.</p> <p>Pete Wootton, Managing Director, Dennis Digital, UK</p> | <p><i>Transformation</i></p> <p>Publishing in turbulent times</p> <p>How a tight relationship with its audience, cutting edge thinking and agile innovation help Polish news magazine Polityka transform at a time of severe market and political disruption.</p> <p>Piotr Zmelonek, Publishing Director, Polityka, Poland</p> | <p><i>Innovation in print</i></p> <p>The power of 'swipe & scroll' in a world of 'swipe & scroll'</p> <p>The different roles of print and digital – and why and how, with innovation, print can remain integral to many multi-platform strategies.</p> <p>Christian Kallenberg, Consultant, We Like Mags, Germany</p> |
| 12:10-12:30 20 minutes | <p><i>Special Interest: media</i></p> <p>Digital media strategies for special interest brands</p> <p>Vince Errico shares his experience helping transform Trusted Media Brands into a multi-platform media company by adopting digital-first practices. He will share successful strategies for Reader's Digest and the group's special interest brands to flourish and break through in today's technology-driven world.</p> <p>Vince Errico, Chief Digital Officer, Trusted Media Brands, USA</p> | <p><i>Transformation</i></p> <p>Characteristics of transformational leadership</p> <p>As Founder of The Lighthouse Company, the executive search firm, Kathleen Saxton has deep insight into what sets the best from the rest when it comes to leading strategic organisational change.</p> <p>Kathleen Saxton, CEO and Founder, The Lighthouse Company, UK and USA</p> | <p><i>Innovation in production</i></p> <p>Strategies to help you thrive in challenging times</p> <p>Woodwing's Leonie May shares strategies for producing content that plays across platforms, efficiently.</p> <p>Leonie May, Product Marketing Manager (Enterprise), Woodwing, The Netherlands</p> |
| 12:30-12:35 5 minutes | Interval | Interval | Interval |

| | Main stage | Specialist stage | Innovation Theatre |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12:35-13:05 30 minutes | <p><i>Brand development</i> <i>Panel discussion</i></p> <p>Strategies for taking web-native brands global</p> <p>Strategies for achieving the successful internationalisation of web-based brands.</p> <p>Julian Childs, Managing Director UK and Europe, Business Insider, UK</p> <p>Sam Baker, Co-founder, CEO and Editor, The Pool, UK</p> <p>Jovan Protic, Group Director – Digital Publishing and acting CEO NOIZZ, Ringier Axel Springer Media, Switzerland</p> <p>Interviewed by Laurie Benson, CEO, Upnexxt</p> | <p><i>Transformation</i> <i>Deep-dive</i></p> <p>Strategic roadmap for organisational transformation</p> <p>In an era of rapid change, organisational transformation has never been more important. But how do you get it right? Lucy Küng shares a roadmap created from research with many of the world's most cutting edge media organisations.</p> <p>Lucy Küng, Google News Initiative Research Fellow, Reuters Institute for Journalism, Oxford University, Switzerland</p> | Channel break |
| 13:05-14:05 60 minutes | Networking lunch | Networking lunch | Networking lunch |
| | Main stage | Specialist stage | Innovation Theatre |
| 14:05-14:35 30 minutes | <p><i>Revenues: Audience</i> <i>Panel discussion</i></p> <p>Maximising audience revenue</p> <p>In a competitive advertising climate, drawing revenues direct from the audience can make or break your brand. Our experts discuss strategies for success.</p> <p>Marcus Rich, CEO, Time Inc. UK, UK</p> <p>Andria Vidler, CEO, Centaur Media, UK</p> <p>Kevin Costello, CEO, Haymarket, UK</p> <p>Interviewed by James Hewes, President and CEO, FIPP</p> | <p><i>Brand development</i> <i>Panel discussion</i></p> <p>Building multi-platform international brands</p> <p>How do you build a multi-platform magazine media brand that appeals across borders? We look at ongoing developments in brand and internationalisation models.</p> <p>Arnaud de Saint Simon, CEO, Psychologies Magazine, France</p> <p>Tim Hudson, Director of Licensing and Syndication, Immediate Media Co., UK</p> <p>Alastair Lewis, Group Director, Haymarket Consumer Media, UK</p> <p>Interviewed by Laurie Benson, CEO, Upnexxt</p> | <p><i>Market innovation: newsstands</i> <i>Panel discussion</i></p> <p>Have digital editions reached a dead end?</p> <p>Does the rise of social platforms and changing audience habits mean that digital editions have reached a dead end? Where are newsstands innovating? And what does it mean for publishers?</p> <p>Nick Flood, Product and Commercial Operations Director, Dennis, UK</p> <p>Nikolay Malyarov, Chief Content Officer and General Counsel, PressReader, Canada</p> <p>Ranj Begley, Managing Director, Ready UK</p> <p>Interviewed by Jim Bilton, Managing Director, Wessenden Marketing, UK</p> |
| 14:35-14:55 20 minutes | <p><i>Revenues: Subscriptions</i></p> <p>Building subscription revenue</p> <p>How The Economist has made subscription revenues the most profitable component of its overall revenues – and what your business can learn from it.</p> <p>Michael Brunt, Chief Marketing Officer and Managing Director: Circulation, The Economist, UK</p> | <p><i>Innovation in magazines</i></p> <p>Putting print at the heart of innovation</p> <p>Print magazines are central to digital-led Norwegian media company Schibsted's innovation strategy. Publishing Director Andreas Finborud explains why.</p> <p>Andreas Finborud, Publishing Director, Aftenposten, Schibsted, Norway</p> | <p><i>Market innovation: ecommerce</i></p> <p>How to build a content-to-commerce play</p> <p>Ebner Media has transformed from pure content publisher to content-to-commerce play. Chief Innovation Officer Dominik Grau explains how.</p> <p>Dominik Grau, Chief Innovation Officer, Ebner Media Group, Germany</p> |
| 14:55-15:15 20 minutes | <p><i>Revenues: Subscriptions</i></p> <p>Building a pureplay subscription business for the modern world</p> <p>Geoff Ramsey shares eMarketer's strategy for developing a pureplay subscription business from the ground up</p> <p>Geoff Ramsey, Chairman and Chief Innovation Officer, eMarketer, USA</p> | <p><i>Innovation in magazines</i></p> <p>A model for a multi-platform world</p> <p>Today, we all have to think about developing content that will delight audiences in a multi-platform world. Hear how 31-year-old Global Views, one of Chinese Taipei's most influential magazines, found success with their "IMBA (Internet, Magazines, Books and Activities) model".</p> <p>Ma-li Yang, President and Editor-in-Chief, Global Views Magazine, Chinese Taipei</p> | <p><i>Market innovation: drones</i></p> <p>If drones are in your future...</p> <p>Drones are helping media brands create better video content – cheaper and faster. But how do you make sure you are doing it right – and in a safe way?</p> <p>Steven Flynn, CEO and Co-founder, Skytango, Ireland</p> |

| 15:15-15:20 5 minutes | Interval | Interval | Interval |
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| | Main stage | Specialist stage | Innovation Theatre |
| 15:20-15:50 30 minutes | <p><i>Brand development</i> <i>Panel discussion</i></p> <p>Media in a platform age With the rise of platforms driving changes in audience engagement, our experts map out the future of branded media and establishing direct relationships with audiences.</p> <p>Anne-Marie Tomchak, UK Editor, Mashable, UK Kalli Purie, Group Editorial Director, The India Today Group, India Lars Moll, GM: Product Management, BILD Group, Axel Springer, Germany Interviewed by Stephan Scherzer, CEO, VDZ, Germany</p> | <p><i>Innovation in magazines</i></p> <p>Multiplying audience touch points to serve markets How Anhui serves local traders with data, analyses, journalism and events.</p> <p>Han Xindong, Founder of Anhui Huishang Media and Chief Editor of Anhui Business Magazine, China <i>Presentation is in Mandarin with consecutive English translation</i></p> | <p><i>Revenues: Paid content</i> <i>Deep-dive</i></p> <p>Whereto next with digital payments and diversification? Vindicia CEO Kris Nagel releases findings of in-depth research by consultancy MTM into the premium digital content market, focused on experiences in core European markets. Learn about (1) industry barriers and challenges, (2) steps to move paid-for offerings forward, (3) the future of digital diversification and (4) top priorities and focus for publishers.</p> <p>Kris Nagel, CEO, Vindicia, USA</p> |
| 15:50-16:20 30 minutes | Coffee break | Coffee break | Coffee break |
| | Main stage | Specialist stage | Innovation Theatre |
| 16:20-16:40 20 minutes | <p><i>Perspective: Advertising</i> <i>Interview</i></p> <p>The state of advertising in a fragmented media ecosystem Linda Yaccarino, Chairman, Advertising Sales and Client Partnerships, NBCUniversal, sits down with Lara O'Reilly, Reporter, The Wall Street Journal, for a conversation on the state of the advertising industry in an environment where consumer behaviour continues to change and evolve. Hear what NBCUniversal thinks about brand safety, client relationships, measurement and partnerships in this wide-wrangling conversation.</p> <p>Linda Yaccarino, Chairman of Advertising Sales and Client Partnerships, NBC Universal, USA Interviewed by Lara O'Reilly, Media, marketing and advertising reporter, The Wall Street Journal, UK</p> | <p><i>Innovation in magazines</i></p> <p>Building record-breaking audiences and revenues Join BBC Worldwide's Chris Kerwin as he explains BBC Good Food's recipe for building record-breaking audiences and revenues.</p> <p>Chris Kerwin, Publishing Director, BBC Worldwide, UK</p> | <p><i>Revenues: paid content</i></p> <p>Agility and experimentation for a successful subscription businesses Join Bård as he shares innovation insights for publishers looking to succeed in the subscription economy. Understand not only the technical and architecture requirements for success, but strategic imperatives and agility required for driving these. Hear about common mistakes he sees publishers make time and again, and how to avoid them for your business to thrive.</p> <p>Bård Farstad, Co-founder and Chief of Strategy, eZ Systems, Norway</p> |
| 16:40-17:00 20 minutes | <p><i>Perspective: Media models</i></p> <p>Next generation operating models for tomorrow's media Antonella Mei-Pochtler from Boston Consulting Group sets out to explain what will drive operating models for the next generation of media industry.</p> <p>Antonella Mei-Pochtler, Senior Partner, Boston Consulting Group, Austria</p> | <p><i>Innovation in magazines</i></p> <p>Monetising special interest content, effectively The Nordic region's largest special-interest publisher sets out how to maximise revenues from special-interest content – including publishing in multiple languages simultaneously and a systematic approach to re-edit, re-pack, and re-publish content in various print and digital formats.</p> <p>Jens Henneberg, EVP and Editorial Director, Bonnier Publications, Denmark</p> | <p><i>Adapting for the future</i></p> <p>From doomsday to a new day - a blueprint for future publisher success It was supposed to be the end of the world, but Dieter Reichert, a two-decade veteran of publishing innovation, predicts a bright future for publishers. To achieve that, requires change and in this session he will explore new thinking, business models and technologies required to adapt to the information network age.</p> <p>Dieter Reichert is CEO and co-founder of censhare AG, Germany</p> |

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| 17:00-17:20 20 minutes | <p><i>Perspective: Where FB invests</i> <i>Interview</i></p> <p>How Facebook sees the world FIPP President and CEO James Hewes talks to Facebook's Patrick Walker about the company's key investment areas for future growth and what it means to you. Patrick Walker, Director of Media Partnerships EMEA, Facebook, UK Interviewed by James Hewes, President and CEO, FIPP</p> | <p><i>Innovation in magazines</i></p> <p>Ad-revenue models for a new world Advertising partnerships and the new magazine ecosystem: Jacqui Loch explains how St. Joseph Media turned the revenue model on its head with its <i>Fashion</i> brand. Jacqui Loch, VP & Group Publisher, St. Joseph Media, Canada</p> | <p><i>Engagement: Events</i></p> <p>The future of event experiences, engagement and reach As ideas, apps and innovations continue to explode on to the scene, event professionals must decide both which technologies to implement to improve attendee experience and to deepen engagement and reach. Learn how emerging technologies including social, AR and video-enabled beacons can help you achieve this. Nick Tinker, Business Development Manager, CrowdCompass, UK</p> |
| 17:20-17:25 5 minutes | Interval | Interval | Interval |
| | Main stage | Specialist stage | Innovation Theatre |
| 17:25-17:30 5 minutes | <p><i>Awards</i></p> <p>Presentation of UPM and FIPP Rising Stars Awards We present our 2017 Rising Stars winners with their awards. They will be back on the programme on the 11th, Day 2, for a joint panel discussion in our Insight Theatre track. Join them there. Presented by Ruud van den Berg, SVP Magazines, Merchants and Office, UPM Paper and James Hewes, President and CEO, FIPP</p> | | |
| 17:30-18:00 30 minutes | <p><i>Innovation</i> <i>Deep-dive</i></p> <p>Get on board the Innovation Express The authors of FIPP's annual Innovation World Report take us on a tour of top media innovations around the world implemented by companies such as yours. Juan Señor, Senior Partner, and John Wilpers, Senior Director USA, Innovation Media Consulting, UK and USA</p> | | |
| 18:00-19:30 90 minutes | Networking Drinks | Networking Drinks | Networking Drinks |

DAY 2, Wednesday 11 October

Channel moderators:

- Main stage: Mike Hewitt, MD, Adageo Media, UK
- Specialist stage: Carolyn Morgan, Founder, Penmaen Media, UK
- Innovation and Insight Theatre: Nikolay Malyarov, Chief Content Officer and General Counsel, PressReader, Canada

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| 08:00-09:00 60 minutes | Networking Coffee | | |
| Time | Main Stage | | |
| 08:45-09:00 15 minutes | <p>Audience call and welcome Mike Hewitt, MD, Adageo Media, UK</p> | | |
| 09:00-09:20 20 minutes | <p><i>Business models</i></p> <p>Magazine media in 2020 G+J chief Julia Jäkel considers what the industry might look like 3 years from now, and the steps you need to take to get there. Julia Jäkel, Chief Executive Officer, Gruner + Jahr, Germany</p> | | |

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| 09:20-09:50 30 minutes | <p><i>Perspective: Politics</i> <i>Panel discussion</i></p> <p>Navigating politically turbulent times</p> <p>Around the world, media are faced with a number of political challenges – from access to markets to attacks on media credibility, from curbs on press freedom to lack of public trust. How should we hold governments to account while serving the best interest of our audiences?</p> <p>Megan Murphy, Editor, Bloomberg Businessweek, USA Aroon Purie, Chairman and Editor-in-Chief, The India Today Group, India Jerzy Baczynski, Editor in Chief and President of the Board, Polityka, Poland Matt Kaminski, Executive Editor, Politico Europe, Belgium Interviewed by Juan Señor, Senior Partner, Innovation Media Consulting, UK</p> | | |
| 09:50-09:55 5 minutes | <p><i>Awards</i></p> <p>Presentation of FIPP Insight Awards</p> <p>We present the Overall and Gold winners of the annual FIPP Insight Awards with their awards. They feature again later today, when they will elaborate on the outstanding use of magazine media as an advertising medium our Insight Theatre track. Join them there.</p> <p>James Hewes, President and CEO, FIPP</p> | | |
| 09:55-10:00 5 minutes | Interval | Interval | Interval |
| | Main stage | Specialist stage | Insight Theatre |
| 10:00-10:20 20 minutes | <p><i>Perspective: Trends</i></p> <p>The consumer of the future</p> <p>Somo helps brands understand how tech adoption occurs, how it impacts behaviour and culture and what they should make of such changes. Ross Sleight is here to set out what consumers of tomorrow will want, and how you could satisfy them.</p> <p>Ross Sleight, Chief Strategy Officer, Somo, UK</p> | <p><i>Brand development</i></p> <p>Developing User Experience (UX) as a competitive brand advantage</p> <p>In a world of abundant choice, developing superior user experience can provide brands with an edge. Matt Sanchez shares insights and tips.</p> <p>Matt Sanchez, Co-founder and CEO, Say Media, USA</p> | |

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| 10:20-10:40 20 minutes | <p><i>Perspective: Tapping trends</i> Future trends for publishers Josh Macht identifies trends that will be most important for publishers moving forward, and explains why and how HBR is already into the act on these trends today. Josh Macht, EVP and Group Publisher, Harvard Business Review, USA</p> | <p><i>Brand development</i> Unleashing the power of 360° audience engagement to build your journalism brand The power between platforms, publishers and the public has shifted. To stand out in this new landscape, newsrooms need to shift their editorial process and invite the public in. Learn how to unleash the power of 360° audience engagement to transform your content, strengthen audience relationships, and build your brand Ellen Mayer, Engagement Consultant, Hearken, USA</p> | |
| 10:40-11:00 20 minutes | <p><i>Perspective: Tapping trends</i> How to capitalise on a megatrend Learn how Auto Bild used the emerging megatrend of 'connected cars' to create compelling content across platforms – in a way that opened up new revenue streams. Alexander Broch, General Manager: Auto-BILD, Axel Springer, Germany</p> | <p><i>Brand development</i> From blog to international media business Nick Blunden explains how The Business of Fashion grew from blog to professional and successful international media business. He shares lessons along the way and discusses plans for further expansion. Nick Blunden, Chief Commercial Officer, The Business of Fashion, UK</p> | |
| 11:00-11:20 20 minutes | Coffee break | Coffee break | Coffee break |
| | Main stage | Specialist stage | Insight Theatre |
| 11:20-11:50 30 minutes | <p><i>Revenues: Advertising</i> <i>Panel discussion</i> Advertising in the era of Google and Facebook The duopoly of Facebook and Google are creating huge shifts in where advertising budgets go. What does this mean for publishers, brands, and agencies? James Wildman, President and CEO, Hearst Magazines UK, UK Linda Yaccarino, Chairman of Advertising Sales and Client Partnerships, NBC Universal, USA Ross Sleight, Chief Strategy Officer, Somo, UK Interviewed by Mike Hewitt, Managing Director, Adaugeo Media</p> | <p><i>Brand development</i> <i>Deep-dive</i> How to make more out of Facebook Join Facebook's Karla Geci as she discusses how a quality content-led approach can unlock meaningful engagement <i>and</i> monetisation opportunities on the platform. Karla Geci, Strategic Media Partnerships, Facebook, UK</p> | <p><i>FIPP Insight: Talent</i> <i>Panel discussion</i> Finding and keeping good people Today's media businesses have to compete for talent with innovative tech and other companies in the mix. Our experts discuss how to acquire, retain and manage quality talent through a combination of culture, workplace environment and development programmes. Rebecca Constable, Head of Talent, Haymarket, UK Duncan Tickell, MD: Advertising and International, Immediate Media Co., UK Peter Kreisky, Chairman, The Kreisky Media Consultancy, USA Interviewed by James Hewes, CEO and President, FIPP</p> |
| 11:50-11:55 5 minutes | Interval | Interval | Interval |
| | Main stage | Specialist stage | Insight Theatre |

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| 11:55-12:15 20 minutes | <p><i>Native advertising trends</i></p> <p>Top native advertising trends in magazine media</p> <p>Jesper Laursen launches the results from FIPP and Native Advertising Institute's annual survey into native advertising trends in magazine media around the world, highlighting core lessons from the results for everyone to know.</p> <p>Jesper Laursen, CEO, Native Advertising Institute, Denmark</p> | <p><i>Perspective: Emerging tech</i></p> <p>Content for the voice-activated world</p> <p>Conversation is shifting. Hear from Google's Alice Zimmermann as she looks at trends, best practices and new approaches for creating content that maximizes the potential of the voice-enabled world.</p> <p>Alice Zimmermann, Global Product Partnerships, Google, UK</p> | <p><i>Talent</i></p> <p>How diversity contributes to business success</p> <p>Starting working life from age 16, Joanna was a journalist writing for women's weeklies, online news sites before venturing into radio and documentary making. Aged 29, she founded creative industry diverse talent recruitment business Shine Media, which later morphed into Hyden Talent. Here she shares how diversity contributes to business success.</p> <p>Joanna Abeyie, Managing Director, Hyden Talent, UK</p> |
| 12:15-12:35 20 minutes | <p><i>Native advertising content</i></p> <p>Building native advertising that audiences trust</p> <p>Carla Faria, Director of Content, The Foundry, sets out strategies for creating engaging native content in a world where audiences must trust what they read, view and/or hear.</p> <p>Carla Faria, Director of Content, The Foundry, UK</p> | <p><i>Perspective: Emerging tech</i></p> <p>Why AR is set to present powerful opportunities for publishers</p> <p>The digital landscape for publishers is shifting again. The emerging technologies of IoT, AI and AR bring a new set of risks and opportunities. Greg Cornelius has previously argued that 'the Internet of Things is a new electronic medium', and that 'Augmented Reality is the 'emerging presentation channel of the new medium'. He shares ideas for getting ahead of the curve to profit as the landscape changes.</p> <p>Greg Cornelius, Managing Director, Modn Media, Singapore</p> | <p><i>Talent</i></p> <p><i>UPM and FIPP Rising Stars Panel discussion</i></p> <p>The future of media</p> <p>We talk with the next generation of media leaders for their views on how we should take the industry forward.</p> <p>Ellie-Rose Burman, Senior Sales Executive, The River Group Joanna Abeyie, Managing Director, Hyden Talent Laura Rowe, Editor, Olive Yanna Wilson-Fischer, Director, The Economist</p> <p>Introduction by James Hewes, President and CEO FIPP. Interviewed by Ruud van den Berg, SVP Magazines, Merchants and Office, UPM Paper</p> |
| 12:35-12:55 20 minutes | <p><i>Editorial strategy</i></p> <p>A roadmap for cross-platform editorial success</p> <p>Using examples from premium brands including Cosmopolitan, ELLE, Esquire and Good Housekeeping, Betsy Fast provides a roadmap for developing an integrated, cross-platform digital editorial strategy that engages and delights audiences.</p> <p>Betsy Fast, Executive Director of Digital Editorial Strategy, Hearst UK</p> | <p><i>Perspective: Emerging tech</i></p> <p>Daydream for publishers: where Google is going</p> <p>People are increasingly consuming content in new formats via new channels. Virtual Reality gives publishers a whole new way to tell stories, and immerse readers in experiences that matter to their lives every day. Daydream is Google's platform for high quality mobile virtual reality. Hear from Greg Ivanov on its evolution, why it's important for publishers, and lessons learnt as we look at what's coming next in the VR space.</p> <p>Greg Ivanov, Google Lead: Daydream EMEA, UK</p> | |
| 12:55-13:45 50 minutes | Networking lunch | Networking lunch | Networking lunch |
| | Main stage | Specialist stage | Insight Theatre |
| 13:45-14:15 30 minutes | <p><i>Perspective: Artificial Intelligence Panel discussion</i></p> <p>How AI is set to impact media</p> <p>The conversation about Artificial Intelligence is one of the most important in the world today. Get an overview of the risks, challenges and opportunities.</p> <p>Francesco Marconi, Manager: Strategy and Development, Associated Press, USA</p> | <p><i>Revenues: Video Panel discussion</i></p> <p>Monetising video</p> <p>Our panel discusses ways in which you can make money from the explosion of video.</p> <p>Angela Byun, Senior Director International Development and Strategy, Golf Digest, USA Kristin Cardwell, VP of International Strategy and</p> | <p><i>FIPP Insight: Measurement Panel discussion</i></p> <p>Measuring the true impact of magazine media across platforms</p> <p>The impact of magazine media transcends beyond a single channel. Work in reflecting this impact to the wider world continues in many markets. We hear from three. The conversation includes Magnetic, overall winner</p> |

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| | <p>Martha Stone, CEO, World Newsmedia Network, USA Alice Zimmermann, Global Product Partnerships, Google, UK Interviewed by Mike Hewitt, Managing Director, Aداugeo Media</p> | <p>Development, Refinery29, UK Andrew Crofoot, Head of Digital Distribution and Partnerships, Endemol Shine Group, UK Interviewed by Laurie Benson, CEO, Upnexxt</p> | <p>of FIPP's 2017 Insight Awards and MPA, winner in 2016. Sue Todd, CEO, Magnetic, UK Linda Thomas Brooks, CEO, MPA, USA Yolanda Ausin, General Manager, Asociación de Revistas de Información (ARI), Spain Interviewed by Esther Braspenning, Content and Media Knowledge Manager, The Ppress, Belgium</p> |
| 14:15-14:20 5 minutes | Interval | Interval | Interval |
| | Main stage | Specialist stage | Insight Theatre |
| 14:20-14:40 20 minutes | <p><i>Brand development</i> Finding audiences through brand campaigns How to develop audience reach, engagement and value through multi-platform brand campaigns Deepak Lamba, CEO, Worldwide Media, The Times of India Group, India</p> | <p><i>Mobile generation</i> How emotion helps you win with video made for social No matter how light-hearted or serious the topic of your journalism, using <i>emotion</i> in your storytelling will help you win on social, time and again. Shadi Rahimi shares AJ+'s blueprint for social media success. Shadi Rahimi, Senior Newsgathering Producer, AJ+, USA</p> | <p><i>FIPP Insight: Research Deep-dive</i> Live the passion "We love the link made between passion and magazines," judges said in awarding Time Inc. UK and Crowd DNA gold in the 2017 Insight Awards for their <i>Live the Passion</i> study. Hear from Jennifer Dunleavy and Richard Thomas what the study found, and why it is welcome news for the industry as a whole. Jennifer Dunleavy, Creative Media Manager, and Richard Thomas, Head of Ad Insight, Time Inc. UK</p> |
| 14:40-15:00 20 minutes | <p><i>Brand development</i> Why Bloomberg Media put Businessweek at the heart of its media strategy Businessweek is a central tenet in Bloomberg's overall media strategy. Megan Murphy shares the inside story. Megan Murphy, Editor, Bloomberg Businessweek, USA</p> | <p><i>Mobile generation</i> Mobile success How Axel Springer partnered with Samsung to reach audiences in a way they want to be reached – through mobile. Michal Wodzinski, Editor in Chief, upday, Axel Springer, Poland</p> | |
| 15:00-15:20 20 minutes | Coffee break | Coffee break | Coffee break |
| | Main stage | Specialist stage | Insight Theatre |
| 15:20-15:50 30 minutes | <p><i>The power of stories</i> <i>Panel discussion</i> What next for storytellers? Today's storytellers have more ways than ever to inspire audiences. Our panel of top editors share their expertise and tell us what excites them about the future. Gina Johnson, Editorial Director, Motivate Publishing, UAE Mark Frith, Editorial Director, RadioTimes, UK Olivier Royant, Editor, Paris Match, France Interviewed by Barry McIlheney, CEO, PPA, UK</p> | <p><i>Perspective: The rise of influencers</i> <i>Deep-dive</i> The power of influencers Partnering with recognised influencers can help you expand the impact of your brand. Jenny Tsai and Lillian Betty share the dos and don'ts. Jenny Tsai, Founder and CEO, Wearisma, UK, and Lillian Betty, Head of Strategic Partnerships, Time Inc. UK, UK</p> | |
| 15:50-16:10 20 minutes | <p><i>Magazines matter</i> Magazine media tells and sells Magazine media continues to provide powerful opportunities for marketers. Showcasing examples from a new industry campaign in the US for the first time globally, Linda Thomas Brooks, CEO, MPA, challenges</p> | <p><i>Perspective: The rise of 'WeMedia'</i> What user innovation on WeChat can teach publishers How the rise of WeChat and 'WeMedia' impacts media in China – and what publishers can learn from it. Rui (Yuri) Ou, Founder, Linkup China, UK/China</p> | |

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| | <p>conceptions to the contrary and addresses why magazines have enduring power, solving marketer dilemmas across every key metric.</p> <p>Linda Thomas Brooks, CEO, MPA, USA</p> | | |
| 16:10-16:15 | Interval | Interval | Interval |
| | Main stage | Specialist stage | Insight theatre |
| 16:15-16:45 30 minutes | <p><i>Perspective: Future growth</i> <i>Panel discussion</i></p> <p>Next growth areas for media Our experts talk industry growth. Where is it going to come from, what are the top opportunities, and where are the rich investment areas?</p> <p>Ralph Büchi, COO of the Ringier Group and CEO of Ringier Axel Springer Switzerland, Switzerland</p> <p>Zillah Byng-Thorne, CEO, Future Publishing, UK</p> <p>Mike Federle, President and Chief Operating Officer, Forbes, USA</p> <p>Interviewed by James Hewes, President and CEO, FIPP</p> | | |
| 16:45-17:00 15 minutes | <p>Congress close and announcement of new FIPP Chairman</p> <p>We bring the 41st FIPP World Congress to a close with the announcement and handover of FIPP's chairmanship for the next 2 years.</p> <p>James Hewes, President and CEO, FIPP, and Jerzy Baczynski, Editor in Chief and President of the Board, Polityka, and FIPP World Congress Chairman, Poland</p> | | |