

IFRA Expo & Conference
7-9 October, Messe Berlin, Germany

World Publishing Expo 2013

**Workshop-
Programme**
6. & 10. October

The leading competence centre for
technology to publish news
on tablets, mobile,
in print and online

Smart Paywalls

Developing the right paid content strategy for a newspaper website

Sunday, 6 October, 9:00-16:30, Berlin

A very practical hands-on crash-course workshop covering aspects from picking the most suitable paid content model, necessary product refinements and pricing & bundling strategies to get started. We will have an in-depth look at Paid Content Strategies, and discuss the business models that allow successful charging for content online and on mobile. We will discuss real experiences of what content a media house can charge for, what mistakes to avoid, and how to make your readers happy while doing it.

Who should attend:

The workshop is tailored for managers or project leaders who are tasked with developing a paid content strategy, either for an existing website or a newspaper brand. With very practical and intense modules, participants will start to develop the suitable paid content strategy for the websites for which they are responsible.



Gregor Waller is the former CFO of Axel Springer, with 3 years of paid content experience from setting up paywalls for two of Germany's top 100 websites, and he is today a senior consultant, researcher and experienced trainer. He advises international media companies to develop their digital strategy and transform their business models in the digital age – with the selection of the suitable paid content strategy being one of his key fields of experience.

Workshop language: **English**

More info + registration:

www.wan-ifra.org/smartpaywalls-expo

Tutorial for International Newspaper Color Quality Club

Official rules, quality management and measuring techniques

Sunday, 6 October, 10:00-16:30, Berlin

This Tutorial familiarises you with all the rules of the upcoming International Newspaper Color Quality Club and communicates the contents of the newspaper standard that is binding worldwide. You get a comprehensive insight into quality management methods and measuring techniques. Participation in the competition for membership in the Color Quality Club is in principle open to all newspapers, independent of the production processes or types of paper that are used. Four different categories have been defined for the competition.

Who should attend:

Personnel working in prepress, production and printing plant managers as well as all persons responsible for printing quality.



Beatrix Beckmann is responsible in the area of newspaper production for the topics paper and ink, quality assurance, printing quality, standardisation. She is the Co-Chairman of the WAN-IFRA Technical Committee Materials and Environment. She is in charge of the INCQC 2014–2016.

Workshop language: **English**

More info + registration: www.wan-ifra.org/incqc-expo

Lean Manufacturing

Develop and implement strategies to eliminate waste, reduce costs and increase efficiency

Thursday, 10 October, 9:30-16:00, Berlin

The event is designed to provide delegates with an excellent starting point in understanding Lean Manufacturing and how it can be applied simply to their business. Participants gets the opportunity to understand how print facilities can set up a fundamental improvement process, structured and standardised methodologies which will be aimed at eliminating waste, reducing costs and increasing efficiency.

Who should attend: Any manager or employee who is responsible for improving the performance of the organisation and would like to learn the fundamentals of Lean Manufacturing with a potential pilot project.



George Donaldson is the Group Continuous Improvement Manager for the Manufacturing Division of News International. He is a TPM and RCM practitioner leading the implementation of TPM throughout the Newsprinters Group.

Workshop language: **English**

More info + registration: www.wan-ifra.org/lean-expo

Search Engine Optimisation

Google SEO for publishing houses, news websites

Thursday, 10 October, 9:30-16:30, Berlin

In this workshop, you learn how Google works and how publishers can use search engine optimisation to their advantage. This includes search engine-oriented writing, avoiding SEO errors at the time of web relaunches, internal link building and producing appropriate topic landing pages.

Who should attend: This training is intended for product and project managers online as well as (senior) online editors



David Radicke is an independent consultant. He has advised numerous online companies, media houses, news websites, financial portals and online shops on the subjects of SEO, SEA, web analytics and eCommerce.

Workshop language: **English**

More info + registration: www.wan-ifra.org/seo-expo

Cross-media marketing organisation

Distribution of tasks in ad selling

Thursday, 10 October, 10:00-17:00, Berlin

This workshop focuses on the organisational and qualification aspects of cross-media selling, or of the service provider respectively. Carola Frost presents pitfalls and success stories from her consulting experience and gives impulses, ranging from the “Quick Win” to the radical transformation of the organisational structure.

Who should attend: Advertising managers at daily newspaper publishers and free newspaper publishing companies who want to bring their publishing operation forward both strategically and from the organisational point of view.



Carola Frost helps media houses develop and re-orient their advertising business. Topics covered include the organisational, strategic and sales aspects of cross-media marketing.

Workshop language: **German**

More info + registration: www.wan-ifra.org/crossm-expo

Practical information

Venue

Messe Berlin Exhibition Grounds,
Berlin ExpoCenter City, Entrance South
Halls 1.2-4.2, Messedamm 22, 14055 Berlin, Germany
www.messe-berlin.com

Opening hours

7-9 October 2013, 9:30-18:00

Accommodation

VisitBerlin is the official booking agent for the World Publishing Expo 2013 (IFRA Expo & Conference). Find and book your ideal accommodation in Berlin at www.wan-ifra.org/expo_hotel at WAN-IFRA's special Expo rates.

Partners



Get the MEDIA:Executive Pass!

Make your visit to the World Publishing Expo even smoother and at the same time enjoy all the events available.



Your ticket

Ticket options

Event	Participation Fee	WAN-IFRA member	NON-member
		Fee in EUR (without VAT)	Fee in EUR (without VAT)
MEDIA:Executive Pass			
valid Mon - Wed for World Publishing Expo 2013 Ticket to the News Publishers Night event on 7 October 2013			
Access to all Strategic Conferences (Mon - Wed)		1,390	1,990
Strategic Conferences and Workshops Pass			
valid Mon - Wed for World Publishing Expo 2013 Ticket to the News Publishers Night event on 7 October 2013			
Strategic Conferences			
Digital printing strategies (Mon)		490	790
Audience analytics (Tue)		490	790
New revenue streams (Wed)		490	790
6th Tablet & App Summit (Mon - Tue)		690	990
12th Intl. Newsroom Summit (Tue - Wed)		890	1,190
Workshops			
Smart Paywalls - a worldwide trend (Sun)		690	860
Tutorial for International Newspaper Color Quality Club (Sun)		490	660
Crossmediale Vermarktungsorganisation (Thu)		490	660
Search Engine optimisation: Google SEO (Thu)		490	660
Lean Manufacturing (Thu)		490	660
World Publishing Expo Visitor Pass			
Access to the exhibition halls 4 open 'Media Port' stages		Fee in EUR (pre-registered, with VAT)	Fee in EUR (on-site, with VAT)
Season ticket (Mon - Wed)		59	99
Daily ticket		29	59
Ticket to the News Publishers' Night event on 7 October 2013		89	

Register online at

www.wan-ifra.org/expo_ticket

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