

Earlybird
rate available until
1 March 2012!

Save
EUR 1,000!

360° Advertising Sales Strategy

From advertising department to solution provider
23 – 27 April 2012, Berlin, London, Paris, Stockholm

Visit leading media companies ...

Sweden

- Schibsted Media Group & Aftonbladet
- Research and Analysis of Media AB
- Upsala Nya Tidning

Germany

- Axel Springer Media Impact
- Deister- und Weserzeitung Verlags-
gesellschaft mbH & Co KG
- MediaCom International
- Mittelbayerischer Verlag KG

France

- FigaroMedias
- Le Monde

UK

- A&N MEDIA
- Newspaper Society/Jicreg
- The Guardian
- Telegraph Media Group

... and learn how to:

- Find new revenue models that go beyond traditional advertising
- Use old and new advertising formats in an integrated way
- Create a flexible, customer-oriented advertising organisation
- Invest in the multimedia competence of your quality sales force

Special: Lunch at the famous Journalistenclub in Berlin!



plus many more to be announced shortly

[www.wan-ifra.org/
adsalesstrategy-studytour](http://www.wan-ifra.org/adsalesstrategy-studytour)

In cooperation with:

LocalMedia
association

Where

Berlin, London, Paris, Stockholm

Who should attend

Chief executives, managing directors, advertising executives and all those who wish to know about their opportunities in the future of advertising and find new ways to generate more revenue.

Language

Visits and presentations will be held in English.

**www.wan-ifra.org/
adsalesstrategy-studytour**

Participation Fees

WAN-IFRA members EUR 6,900

Non-members EUR 8,900

**Book now and benefit from
EUR 1,000 early bird discount
until 1 March 2012!**

WAN-IFRA Study Tours are organised on an all inclusive basis. Included in the price are all costs for accommodation, meals and transport within the Tour.

Contact

Claudia Wilke, Programme Manager Events

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E-mail: claudia.wilke@wan-ifra.org

REGISTRATION FORM

Study Tour: 360° Advertising Sales Strategy

23 – 27 April 2012, Sweden, Germany, France, United Kingdom

Please copy and complete the form and send or fax to:

WAN-IFRA GmbH & Co. KG · Washingtonplatz 1 · 64287 Darmstadt · Germany · Phone +49.6151.733-6 · Fax +49.6151.733-802 · events@wan-ifra.org

Last name _____

First name _____

Company _____

Position _____

Street _____

Postal code, city _____

Country _____

E-mail _____

Telephone _____

Fax _____

WAN-IFRA member yes no

Payment details (please select a method of payment):

Please send me an invoice

Please debit my credit card

American Express Visa Euro-/Mastercard Diners

Card No. _____

valid until _____

Card Holder _____

Signature _____

Name in block capitals _____

Please address the invoice to _____

Signature _____

Excerpt from the WAN-IFRA GmbH & Co. KG General Conference Conditions

This excerpt from the General Conference Conditions applies only for participants who are considered contractors within the meaning of § 14 German Civil Code (BGB).

§ 1 Registration, Fees, and Payment Due

- 1.1 Registration for events must be in writing.
- 1.2 WAN-IFRA GmbH & Co. KG will confirm registration to the participant in writing.
- 1.3 Payment of the registration fee becomes due upon receipt of the invoice.

§ 2 Cancellation, Withdrawal from the Contract by the Customer

- 2.1 Cancellation is possible in writing and will be accepted up to 4 weeks before the event. A non-refundable handling fee of 10% will become due in this case. We regret that we will be compelled to retain the full participation fee for cancellations after this time.
- 2.2 It is possible at all times to send a "substitute participant" on condition that WAN-IFRA GmbH & Co. KG is informed accordingly in writing in advance, stating the name of the substitute person.

§ 3 Cancellation of Events

- 3.1 WAN-IFRA GmbH & Co. KG can cancel the event for an important reason, especially in case of too few participants, cancellation or illness of a speaker, hotel closure or Act of God.
- 3.2 In case of too few participants, cancellation can be up to 3 weeks before the start of the event.
- 3.3 In all other cases of cancellation due to an important reason as well as in the event of necessary programme changes, WAN-IFRA GmbH & Co. KG will notify the participants as far in advance as possible.
- 3.4 In the unlikely case that an event must be cancelled, any paid registration fees will be reimbursed.
- ...

§ 6 Applicable Law / Place of jurisdiction

The contract is subject to German law. Place of jurisdiction is Darmstadt.