

6th Middle East Conference
Featuring international and local case studies
8 – 9 February 2011, Dubai

Make money now!

Successful cross-platform advertising

- How to profit from the unique position of newspaper companies as multimedia providers
- The future of advertising - Where the advertising dollars will be spent in 2011 and beyond
- Featuring - the best in multimedia ad sales ideas
- What customers buy and how to deliver more value at a higher price

www.wan-ifra.org/middleeast



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6th Middle East Conference

Successful cross-platform advertising



With print advertising revenues under pressure, most newspaper publishers are seeking new revenue models and practices to sustain their businesses and pay for quality journalism.

The conference, which includes numerous case studies, examines a variety of concepts and strategies for more profit: advertising department tools and training, the consultative sales approach, audience focus, new product development, power of print strategies, online advertising, multimedia advertising campaigns, hyper local advertising strategies, online content monetisation, audience targeting for subscriptions and advertising, and increased efficiencies.

Conference Hosts:

Mohammad Abdullah, Managing Director,
TECOM Investments Media Cluster, Dubai, UAE

Dhaen Shaheen, CEO-editor in-Chief,
Al Bayan, Dubai, UAE

Conference Chairman:

Bandar Asiri, Managing Director,
Al Khaleejiah, Saudi-Arabia

Conference Co-Chairman:

Dr. Dietmar Schantin, Executive Director
Publishing, Editorial and General Management
WAN-IFRA, Germany





Day 1: Focus on the Customer – key to maximise revenue

10.00 h Welcome address from our Hosts

Mohammad Abdullah, Managing Director,
TECOM Investments Media Cluster, Dubai, UAE

Dhaen Shaheen, CEO-editor in-Chief,
Al Bayan, Dubai, UAE

10.30 h Welcome address:

Christoph Riess, CEO, WAN- IFRA, Darmstadt, Germany

10.45 h Keynote:

The future looks good – for print advertising!

Global media and advertising trends and their impact on Middle East advertising

Eamonn Byrne, The Byrne Partnership Ltd,
Kelso Roxburghshire, UK

The fashion is for digital but the global and regional data suggests that future revenues will be rooted in print. Where are the real opportunities for strong revenue growth and how can they be exploited – Using global and regional cases and data we explode the myths and point to a multi-media ad sales future for newspaper companies.

11:30 h How good is Middle East advertising?

Panel discussion with top local publishers.

Chair: Mohamad Alayyan, Publisher & Chairman,
United Jordan Press

Where are we now and how can we improve? How to profit from the best experiences in the region and learn from our colleagues who are leading the way in advertising innovation?

12.00 h Lunch and visit to exhibition area

14.00 h Measure your success

Matthew Dodd, Vice president for research & Analytics, EMEA, Nielsen online, UK

Today's increasingly sophisticated clients demand measurement of their advertising spend and increasingly ROI based result indications – before they spend. Key insights into the way advertising is measured and the standards you will need to meet in order to sell effectively.

14.30 h What does the customer want?

Panel discussion with top local publishers

Chair: Eamonn Byrne, The Byrne Partnership Ltd,
Kelso Roxburghshire, UK

This discussion will debate key customer relationship questions including:

What do customers really want from us? – Is it really all about price? – How do we sell value – or is value not really important in this market? – How should we sell multimedia and do we have the skills to do so effectively?

15.30 h Coffee break in the exhibition area

16.30 h The internet industry in the Middle East and its impact on advertising

Abdulrahman I. Tarabzouni, Regional Manager,
Emerging Arabia, Google

17.00 h iPad – stairway to heaven?

Holm Münstermann, Head of Strategy & Advertising,
Axel Springer, Germany

How to profit from the iPad – Despite the fact that Newspaper companies will not be able to sell ads directly – there are serious opportunities for newspaper companies. Axel Springer are leaders in this new field.

17.30 h Wrap up of the day

19.00 h Dinner



Day 2: Advertising growth across platforms

09.00 h Welcome to the second day

09.10 h Keynote: Building a cross-platform advertising strategy in 3D

Geoff Tan, Senior Vice-president and Head of Strategic Marketing, Singapore Press Holding, Singapore

Come and learn from the best! Singapore Press Holdings, one of Asia's largest media owner and the country's dominant media player, have been recognised by the industry as a leader in multi or cross media sales disciplines. With its comprehensive and extensive suite of products cutting across ON-PRINT, ON-LINE, ON-AIR, ON-MOBILE, ON-SCREEN, and ON-GROUND platforms, SPH is constantly at the very forefront of integrated media practices that empower multi-touchpoint communication strategies for its valued clientele. As a result of this consultative solutions-based approach, SPH has received cross-media accolades and recognition from global media associations and bodies such as WAN-IFRA and INMA.

10.00 h The power of print: Innovative advertising solutions

Manfred Werfel, Deputy CEO, Executive Director Newspaper Production, WAN-IFRA, Germany

Print is one of the innovative media for the second decade of the 21st century – Learn why this is true and how you can profit from it. The latest materials and technologies offer new and often surprising, sometimes amazing advertising solutions. These range from translucent paper and scented inks to special folding techniques and to cross-media solutions in print and mobile.

10.30 h Future of print advertising in a multi-platform environment

Panel discussion with system suppliers.

Chair: Dr. Dietmar Schantin, Executive Director Publishing, Editorial and General Management, WAN-IFRA, Germany

The panel addresses the questions: The role of print in a multimedia campaign. Will print continue to be a leading media in multimedia advertising?

11.30 h Coffee break in the exhibition area

12. 30 h Multi-media packages – The key steps to successful implementation

Dr. Rainer Esser, CEO, "Die Zeit", Hamburg, Germany

In times of diminishing circulation and advertising sales, many newspapers struggle under these difficult conditions. DIE ZEIT, with its circulation of 500,000 and growing advertising sales, is a strong brand. Additionally, there is ZEIT ONLINE, a powerfully growing newsportal, as well as magazines, books, events, travel and a corporate publishing unit. DIE ZEIT offers its clients individual, innovative and all-embracing multi-media packages based on close inter-departmental cooperation. Rainer Esser, CEO of DIE ZEIT, will give you a deep and exclusive insight into the success story of this German weekly newspaper.

13. 00 h Closing keynote: "Speaking newspaper" - a Mass-Media Innovation

Kasturi Balaji, Managing Director, The Hindu, Chennai, India

How the newspapers worked together with the advertiser to make this happen, the willingness of newspapers to support innovations, what went on behind the scenes to make the 'talking ad' happen.

13. 30 h Conference wrap-up

14.00 h Concluding Lunch and visit to exhibition area



**“Three times award
‘Best conference
facilities in the
Middle East’”**

DEPA

Practical Information

Conference venue



JW MARRIOTT
DUBAI

P O Box 16590, Abu Baker Al Seddiqie Road
Hamarain Centre, Dubai, UAE
Phone: +971 (4) 2624444, Fax +971 (4) 2626264
www.jwmarriottdubai.com

Early bird rate available until 12 December

Members EUR 395 + VAT
Non-members EUR 510 + VAT

Standard rate
Members EUR 495 + VAT*
Non-members EUR 620 + VAT

*** If 4 persons from the same company register at the same time, the fourth participant is free of charge.**

Note: Cancellation of one or more participant of the same company will result in the full participation fee.

Contact

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Participation fees



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Registration Form

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 Security Code (CSC/CVC) | | | | |

Card Holder _____

Signature _____

Name in block capitals _____

Please address the invoice to _____

The participation fee becomes due immediately upon receipt of the invoice, or no later than 4 weeks before the beginning of the event.

The contract governing participation in events comes into effect exclusively subject to the WAN-IFRA General Conference Conditions, an excerpt of which is reproduced in the following.

Signature, Stamp

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 2 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.