

## WAN-IFRA Italia 2012 – XV Edition

19 - 20 June 2012, Turin

### Registration Form

Please copy and complete the form and send via e-mail or fax to

WAN-IFRA GmbH & Co. KG c/o ASIG Service srl -Via Sicilia 125 -00187 Roma- Fax +39 06 4883489 - [asig@ediland.it](mailto:asig@ediland.it) (Tel +39 06 4883566)

**Participation fee:**

- Members WAN-IFRA/FIEG/ASIG: Euro 500 per person; Euro 1.500 cumulative fee (valid for four participants)
- Non Members: Euro 700 per person

Company \_\_\_\_\_ Member WAN-IFRA/FIEG/ASIG  Yes  Not

Address \_\_\_\_\_ Zip Code \_\_\_\_\_ City \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ e-mail \_\_\_\_\_

**Please register the participants:**

Name \_\_\_\_\_ e-mail \_\_\_\_\_

Name \_\_\_\_\_ e-mail \_\_\_\_\_

Name \_\_\_\_\_ e-mail \_\_\_\_\_

Name \_\_\_\_\_ e-mail \_\_\_\_\_

Signature, stamp \_\_\_\_\_

**Methods of payment (select a method)**

Please send an invoice to

Company \_\_\_\_\_

Address \_\_\_\_\_

VAT Number \_\_\_\_\_

Debit my Credit Card

1 American Express  2 Visa  3/4 Euro-/Mastercard  5 Diners

Card num. | | | | | | | | | | | | | | | | | | | | | |

Valid until | | | | | Card security code (CSC/CVC) | | | | |

Holder \_\_\_\_\_

Name in black capitals \_\_\_\_\_

Signature \_\_\_\_\_

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 WAN-IFRA General Conference Conditions, as excerpt of which is reproduced in the following...

#### Excerpt from "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 del 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.

## WAN-IFRA Italia 2012

### Planning the development

19–20 June 2012, Turin

The international conference for the Italian publishing and printing industry - XV Edition

In associazione con:



[www.wan-ifra.org](http://www.wan-ifra.org)  
[www.fieg.it](http://www.fieg.it)  
[www.ediland.it](http://www.ediland.it)

**Sponsor:**



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## XV Edition

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The main theme "Planning the development" proposes to deepen the discussions happening across the publishing sector in this difficult phase of transition. The working sessions will cover the printing industry with panels and best practise-lecturers over the reorganization of the workflow between publishers and printers, the printing plants challenge to develop new services for the publishers.

### Tuesday 19 June Auditorium - Museo dell'Automobile

#### 14.00: Registration

#### 14.30: Welcome addresses by

Giulio Anselmi, President FIEG

Gianni Paolucci, President ASIG

Luigi Vanetti, Manager Director, La Stampa, Turin

Manfred Werfel, deputy CEO, WAN-IFRA

#### SESSION I Multimedia newsroom: reality and perspectives

*Technology assets, the reality and perspectives for the editorial work: new tools for a fast-changing product.*

#### 14.50-15.30 / Multimedia Publishers and Multimedia Newsrooms in the World: the international scenery

Cherilyn Ireton, Director World Editors Forum, WAN-IFRA, Paris

Sergio Vitelli, ASIG Secretary

#### 15.30-15.50 / Coffee break sponsored by d-share

#### 15.50-16.50 / Multimedia Newsrooms at work

Marco Bardazzi, digital editor, La Stampa

Bernadette Gonzalez-Harbour, deputy editor in chief, El Pais

#### 16.50-18.15 / Multimedia Newsrooms in perspectives - a round table among newspaper editors

**Moderator:** Giulio Anselmi, FIEG president

#### Speakers:

Mario Calabresi, La Stampa

Ferruccio de Bortoli, Corriere della Sera

Roberto Napolitano, Il Sole 24 Ore

### Wednesday 20 June Auditorium - Museo dell'Automobile

**In the evening of the 19 June will take place the traditional evening event of WAN-IFRA Italia**, which will take place inside the Mole Antonelliana, with a visit to the Museum of Cinema, dinner and chance to admire the panorama of the Alps from the dome of the Mole. After dinner, the production plant of La Stampa will be available for visitors.

#### SESSION II- Printing plants: the challenges of the industrial development

*The Italian industrial scene, the annual report of the Osservatorio Tecnico, emerging technologies, organization issues: all the challenges for the development of printing plants.*

#### 9.30-9.50 / Welcome

Alberto Borgarelli, Il Sole 24 Ore

#### 9.40-10.30 / DRUPA and around: what's up in technology and newspapers

Manfred Werfel, deputy CEO, WAN-IFRA

I Beatrix Beckmann, WAN-IFRA

#### 10.30-10.45 / Coffee break

#### 10.45-11.45 / Industrial reorganization 1: experiences from abroad

Sally Pirri, Globe and Mail (Canada)

Speaker to be confirmed

#### 11.45 -12.30 / Industrial reorganization 2: the mailing room as advertising and marketing facility

**A panel discussion among printing plants**

**Moderator:** Manfred Werfel, deputy CEO WAN-IFRA

#### Speakers:

Dario De Cian, CSQ, Erbusco

Thomas Dresek, Axel Springer Verlag, Ahrensburg (D)

#### 12.30-13.00 / The Italian printing industry in 2012: facts and figures

The Annual Research by the 'Osservatorio Tecnico

"C.Lombardi"

Alberto di Giovanni, president Osservatorio Tecnico "Carlo Lombardi"

Salvatore Curiale, Director Asig

#### 13.00-14.45 / Light lunch

#### SESSION III - The distribution system: getting the best from it

#### 14.45-15.10 / Introduction speeches

Fabrizio Carotti, General Manager FIEG

#### 15.10-15.40 / The print media distribution: the present scenery

Alberto Regazzo, Elisabetta Taverna, Bain & Company

#### 15.40-17.00 / Print media distribution: how to get the best from it

**Moderator:** Fabrizio Carotti, General Manager FIEG

#### Speakers:

Silvia Angelo, Centro Studi S/print

Alberto Biella, Il Sole 24 Ore

Giorgio Corno, DIF Agenzia Diffusione Pubblicazioni

speaker to be confirmed

#### 17.00- End of the Conference

### TIMES AND VENUES

WAN-IFRA Italia Conference will take place on **Tuesday 19 June** (in the afternoon) and **Wednesday 20 June** (all day), at the **National Automobile Museum Auditorium** in Turin. **Opening- Welcome Address at 14.30 on Tuesday 19 June;**

#### On completion of the conference Visit to the Automobile Museum

Reopened in 2011 after a renovation that has expanded from 11,000 to 19,000 square meters the exhibition area, the Automobile Museum of Turin is home to one of the rarest collections in the world, with about 200 cars of 85 brands, including many unique items .

Registration - 14.00.

#### HOW TO GET TO THE AUTOMOBILE MUSEUM

Corso Unità D'Italia 40

[www.museoauto.it](http://www.museoauto.it)

- **By flight** - Turin Caselle Airport  
50 minutes taxi trip.  
A railway links the airport to Turin "GTT Dora Railway Station" in 19 minutes..  
More Info [www.aeroporto.torino.it/](http://www.aeroporto.torino.it/)
- **By train** -  
*From Porta Susa Railway Station* - 20 minutes taxi trip or by TorinoMetro - Direction Fermi-Lingotto, stop "Lingotto"  
*From Porta Nuova Railway Station* - 15 minutes taxi trip or by TorinoMetro - Direction Fermi-Lingotto, stop "Lingotto"
- **By car**  
*From A4 motorway*  
From Corso Giulio Cesare turn left into Piazzale Romolo e Remo, continue along Lungo Stura Lazio, Piazza Coriolano, Via Tommaso Agudio, continue along SS10, turn right into Corso Casale, continue along Corso Moncalieri. turn right into Ponte Umberto I, continue along Corso Vittorio Emanuele II, turn left into Corso Massimo D'Azeglio, continue along Sottopassaggio Michele Lanza, Corso Achille Mario Dogliotti, Corso Unità D'Italia, your destination is at No. 40, Corso Unità D'Italia.  
*From A21 motorway*  
Continue along A21 into Bauducchi interchange, continue along A6, Corso Trieste, Corso Unità D'Italia, Corso Achille Mario Dogliotti, turn left into Piazza Polonia, turn left into Corso Achille Mario Dogliotti, continue along Corso Unità D'Italia, your destination is at No. 40, Corso Unità D'Italia.

#### SIMULTANEOUS TRANSLATION

Italian and English translation available during the conference.

#### HOW TO REGISTER TO WAN-IFRA ITALIA 2012

Please complete and send the registration form to WAN-IFRA Event Departments, Fax +49 6151 733832, or register online at <http://www.wan-ifra.org/events/wan-ifra-italia-2012>

#### SISTEMAZIONE ALBERGHIERA A TORINO

The organisation has reserved an allotment of rooms guaranteed at special price until 18 May 2012 in the hotels LINGOTTO (Via Nizza 262) ed NH LINGOTTO TECH (Via Nizza 230). Higher rates could be applied to rooms reserved after 18 May 2012.

To book a room, complete and send the enclosed registration form directly to the attention Mrs Nadia Girardi by fax: +39 011 6642144 or email: [n.girardi@nh-hotels.com](mailto:n.girardi@nh-hotels.com)

#### INFORMATION REQUEST

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