

# 6th Tablet & App Summit

World Publishing Expo, Messe Berlin  
7 and 8 October 2013

Reserve  
your place at  
this unique  
Summit  
NOW

## Mobile explosion energising the publishing business

- A masterclass on Design and Storytelling across mobile platforms
- A strategy workshop with unique international business cases
- Explore the world of the next app and tablet generations
- And gain unique insight into mobile strategies

[www.wan-ifra.org/tas13](http://www.wan-ifra.org/tas13)



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Monday, 7 October 2013

**Focus: innovative cross-platform mobile strategies**

**Where do we stand right now on tablet editions. Lessons learned from the product perspective**

**Mario Garcia**, CEO and Founder, Garcia Media, USA

Keynote

**Two years of research and investment to reinvent La Presse on tablet and the start of an audacious revenue strategy**

**Guy Crevier**, President and CEO, La Presse+, Canada

**Responsive design session: all facets of deployment with the unique expertise of**

**Jeff Moriarty**, Vice President, Digital Products, The Boston Globe and Boston.com, USA

Rounding up Q&A session with **Garrett Goodman**, Business Development at Worldcrunch, France

**“The media quartet”: Tablet, smartphone, online, print**

**Mario Garcia**, CEO and Founder, Garcia Media, USA

**Publishers’ mobile strategies around the world with:**

**Timo Rinne**, Online Director at Sanoma News, Finland - also moderating this session

**Thomas Schultz-Homberg**, Head of Electronic Media, Frankfurter Allgemeine Zeitung, Germany

**Espen Olsen Langfeldt**, Managing editor VG mobil, Norway

**Çagri Türkkorur**, Digital Media Director, Doğan Gazetecilik, Turkey

**Assaf Avrahami**, CEO, Yedioth IT, Israel

**News Publishers’ Night**

After the Summit on Monday TAS13 attendees are invited to join the News Publishers Night, Umspännwerk, Berlin Kreuzberg (included in your conference ticket).

## Best mobile strategies at TAS13

TAS13 will tackle key mobile strategies for news publishers, including case studies on user experience, how to make the mobile business work, advertising engagement across platforms, as well as design elements and storytelling in the tablet era.

Part masterclass, part strategy workshop, TAS13 will help you re-align your mobile business plan, and give you some practical advice on how to keep pace with the extraordinary growth of the tablet and smartphone market.

## Mario Garcia at TAS13



The renowned news media designer Mario García is not only acclaimed for the quality of his work and forward thinking approach on tablet design. He is also extraordinary at transmitting his experience and knowledge.

Tuesday, 8 October 2013

**Focus: advertising engagement and how to leverage your mobile business**

**Elements of design and today's multimedia newspaper**

**Mario Garcia**, CEO and Founder, Garcia Media, USA

**Newcomer on tablet: Can The Daily Mail take its huge print success on mobile platforms?**

**Paul Field**, Paul Field, Editor of Mail Plus, also Associate Editor, Daily Mail, UK

**Win & keep advertisers happy in the competitive digital environment**

**Audra Martin**, Vice President, Advertising and Operations, The Economist, UK

**Combining the best marketing and product mix**

**Fred Hurkmans**, Commercial and Marketing Director, Le Soir, Belgium

**Storytelling across platforms**

**Mario Garcia**, CEO and Founder, Garcia Media, USA

... plus new case studies to be confirmed soon!

**Conclusion & Takeaways**

by **Moderator**

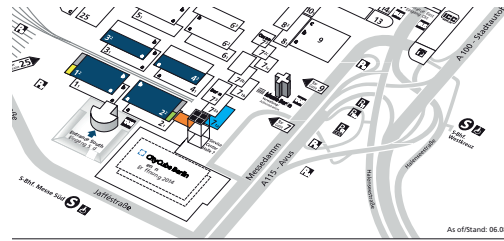
**Lunch with Expo visit**

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## Practical Information

### Venue



- Entrance South
- Exhibition: Halls 1.2, 2.2, 3.2, 4.2
- Conference: Hall 7.1a, Room New York 1+2 (6th Tablet & App Summit, 12th Int. Newsroom Summit)
- Conference: Hall 2.2, Room Ulm (SFN Forums on different topics)
- Press Center: Meeting Bridge A, Room Lindau 6

Hall 7, Conference Room New York 1+2  
Messe Berlin, South Entrance Berlin ExpoCenter City  
Messedamm 22, 14055 Berlin, Germany  
[www.messe-berlin.com](http://www.messe-berlin.com)

### Conference Schedule

**Monday, 7 October, 14:00-18.30 h**

Monday, 7 October, 19:00 News Publishers' Night

**Tuesday, 8 October, 10:00-13:00 h**

Followed by lunch and visit to World Publishing Expo.

Participants are encouraged to take part in the **Opening Ceremony** on Monday 7 October at 11 h, Exhibition Hall 4.2, Media Port Worfklow Efficiency **Presentations are simultaneously translated into German and English.**

### Who should attend

TAS13 is aimed at managing directors & CEOs, digital media managers, e-publishing directors, head of mobile platforms, digital product managers, business development directors, digital editors, web designers, and all those involved in the insights of developing the next generation of app & tablet editions.

### Fees

**WAN-IFRA members**

EUR 690 + VAT

**Non-members**

EUR 990 + VAT

**More information and registration:**

[www.wan-ifra.org/tas13](http://www.wan-ifra.org/tas13)

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7 - 8 October 2013, Messe Berlin

## Registration Form

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

WAN-IFRA CH · Washingtonplatz 1 · 64287 Darmstadt, Germany · Tel. +49.6151.733-6 · Fax +49.6151.733-802 · [events@wan-ifra.org](mailto:events@wan-ifra.org)

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