

WAN-IFRA Italia 2014

The International conference for the Italian publishing and printing industry - XVII Edition

18th-19th September 2014, Padua

Printed dailies
 in the age of "global audience":
 products, readership and advertising

In cooperation with



<http://www.wan-ifra.org>

www.fieg.it

www.ediland.it

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Archivio Fotografico Provincia di Padova / M. F. Danesin



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The experiences of publishers and printers in integrating print and digital media within a new business model where content and advertising are offered to a "global audience" in which traditional reading attitudes coexist with the new patterns developed by the younger "native digital generation".

Thursday 18th September 2014 - Padua
Sheraton Hotel Padova Conference Center

12.00: Registration and welcome cocktail

13.30: Welcome addresses by

Gianni Paolucci, President, ASIG

Fabrizio Carotti, Manager Director, FIEG

SESSION I - Printing industry: overviews, work experiences and perspectives.

New products developed by the mix of offset and digital technology within plants where full automation and a more flexible use of human resources help printers to produce with more efficiency and lower costs.

13.45-15.00 / Overviews

The International overview

Manfred Werfel, Deputy CEO, WAN-IFRA

The Italian overview

Alberto Di Giovanni, President, Osservatorio "Carlo Lombardi"

Salvatore Curiale, Director, ASIG

15.00-16.15 / Production: more efficiency with less costs

New printing plant for the Dolomiten

Harald Werth, Athesiadruck, Bolzano

Industrial automation and workflow

Jussi Pekkarinen, Alma Manu, Finland

Innovative services: over print varnishing

Speaker to be defined, Freiburger Druck

16.15 -17.00 / New products for "creative printing industry"

Local newspaper inserts in digital printing

Roberto Savarè, Il Cittadino di Lodi

Variable data printing: the Sun experience

Rob Hedges, The Sun, UK

17.00-17.15 / Coffee break

17.15 -18.30 / Round table: the perspectives for the

Italian printing industry

Moderator: Gianni Paolucci, President, ASIG

Speakers:

FIEG

Alberto Di Giovanni, President, Osservatorio Tecnico "Carlo Lombardi"

Dario De Cian, CSQ

Andrea Comin, Centro Servizi Editoriali

to be defined

to be defined

Q & A

19.30-24.00

WAN-IFRA Italia 2014 evening dinner at Villa Foscari Rossi (Stra -Venice)

Along the Brenta river the noble Venetian families built the 17th century architectural building complex called Villa Foscari Rossi. Two permanent exhibitions are hosted in the Villa: one features the most representative models of the fifty-years long production by Rossimoda shoe factory that for years has been manufacturing shoes designed by the most famous Italian, French and American stylists.

Friday 19th September 2014 - Padua
Sheraton Hotel Padova Conference Center

SESSION II - Printed and digital copies: the readership and the advertising marketing

Who are the new readers called "digital natives"? What are the consumption habits of the digital native generation? How their habits influence content marketing?.

9.30-10.10 / Overviews

Sergio de Oliveira, WAN-IFRA

Sergio Vitelli, Segretario, ASIG

10.10-11.30 / Global audience and readership marketing

1) Publishers experiences

Alessandro Belloli, Avvenire

Guido Ottaviani, Mediaprogetti

Speaker to be defined, Edicola Italiana - FIEG

Dario Martelli, askanews

11.30-13.30 / Where advertising investments go?

Giovanna Maggioni, UPA

Round Table: a new business opportunity

Moderator: Massimo Martellini, President, FCP

Speakers:

Marco Cancelliere, Dir. Gen. Advertising, Hearst Magazine Italia
Massimo Colombo, Dir. Gen. Publikompass - Coordinamento
Commerciale e Marketing La Stampa
Domenico Ioppolo, Chief Operating Officer MF Servizi Editoriali,
Class Editori
Ivan Ranza, Dir. Gen. System (Gruppo 24 Ore)
Paolo Salvaderi, Dir. Gen. Mediamond Divisione Stampa e Radio
Raimondo Zanaboni, Dir. Gen. Divisione Pubblicità, RCS Media
Group
Q & A

13.30 / Conclusion and light Lunch

At the end of the Second Working Session, on September 19th afternoon (From 15.30 to 18.00 pm) a private guided visit to the Scrovegni Chapel, in Padua

The Scrovegni Chapel, dedicated to St. Mary of the Charity, whose famous frescoes were painted by Giotto between 1303 and 1305 upon the commission of Enrico degli Scrovegni, is one of the most important masterpieces of Western art. The frescoes, which narrate events in the lives of the Virgin Mary and Christ, cover the entire walls. On the wall opposite the altar is the grandiose Universal Judgement, which concludes the story of human salvation.

PRACTICAL INFORMATION

Conference venue

WAN-IFRA Italia 2014 Conference will take place on Thursday 18th September (in the afternoon) and on Friday 19th September (morning only), at the Sheraton Hotel Conference Center in Padua.

Thursday 18th September

12,00 h: Welcome cocktail and Registration

13,30 h: Welcome addresses

20,30 h The traditional dinner event at Villa Foscari Rossi

Friday 19th September

09,00 h: Opening

13,30 h: End of the conference and Light lunch

15,30 h: Visit free of charge to the Scrovegni Chapel

Due to limited capacity of the Chapel, only 25 people are admitted per visit (visit last a total of about 30 minutes) reservations are available on a first-come, first-served basis.

HOW TO GET TO THE SHERATON HOTEL & CONFERENCE CENTER

Sheraton Hotel & Conference Center is located in Padua, Corso Argentina, 5.

Tel.: +39 049 8998133

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

By plane

Sheraton Hotel & Conference Center is 40 Km far from The Marco Polo Venice Airport. For private transfer please contact the taxi-shuttle hotel low cost service (Phone: +39 049 780823). The payment may be made directly on board the bus towards the driver

By train

The train station is located 3 km away from the Sheraton Hotel & Conference Center. Taxi stand is just off the Train Station. Alternatively, the hotel offers a complimentary shuttle service, located in Piazza Eremitani in front of the church entrance.

By A4 Highway

From Milan or Venice, Highway A4 exit PADOVA-EST.

From Bologna, Highway A13 direction Highway A4, take for Milan and exit PADOVA-EST.

Hotel with free parking space and video surveillance

GPS coordinates: 45,416603N - 11,933416E

HOW TO REGISTER TO WAN-IFRA ITALIA 2014

Please complete and send the registration form to ASIG

via fax: +39 06 4883489 or

via mail: asig@ediland.it or register online at <http://www.wan-ifra.org/events/wan-ifra-italia-2014>

WAN-IFRA, FIEG, ASIG, FCP member fee EUR 500 per person; EUR 1500 cumulative fee valid for 4 participants.

Non members: EUR 700 per person.

ACCOMMODATION

Sheraton Hotel & Conference Center (Corso Argentina, 5 - 35129 Padua)

Ph +39 049 8998133; Fax +39 049 8998666

sales@sheratonpadova.it

Single Use Room EUR105,00 (per night)

Standard DUS Room EUR 115,00 (per night)

Superior DUS Room EUR 130,00 (per night)

American Buffet Breakfast and VAT are included, City Tax € 3,00 p.p. per day NOT INCLUDED.

CONTACT INFORMATION

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WAN- IFRA / Frankfurt

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WAN-IFRA Italia 2014 – XVII Edition

18-19 September 2014, Padua

Registration Form

Please, fill in and send the form via e-mail or fax to:

WAN-IFRA CH c/o ASIG Service srl -Via Sicilia 125 -00187 Roma- Fax **+39 06 4883489** - asig@ediland.it (Tel +39 06 4883566)

Participation fee:

- WAN-IFRA/FIEG/ASIG member: EUR 500 per person; EUR 1.500 cumulative fee valid for 4 participants
- Non member EUR 700 per person

Company _____ Member WAN-IFRA/FIEG/ASIG Yes..... Not

Address _____ Postal Code _____ City _____

Phone _____ Fax _____ e-mail _____

Please register the participants:

Name _____ e-mail _____ Scrovegni's Chapel Visit..... Yes..... Not

Name _____ e-mail _____ Scrovegni's Chapel Visit..... Yes Not

Name _____ e-mail _____ Scrovegni's Chapel Visit..... Yes Not

Name _____ e-mail _____ Scrovegni's Chapel Visit..... Yes Not

The visit to the Scrovegni Chapel will take place on Friday September 19 from 15.30 till 18.00. Due to limited capacity of the Chapel, only 25 people are admitted per visit (visit last a total of about 30 minutes) reservations are available on a first-come, first-served basis.

Signature _____

Method 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 Security Code (CSC/CVC)

Holder _____

Surname in capital letters _____

Signature _____

The participation fee becomes due immediately upon the receipt of the invoice or no later than 4 weeks before the beginning of the event. The registration will be valid only upon the receipt of your registration fee. 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 CH General Terms & Conditions for Events

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, either by paper or in electronic form.
- 1.2 WAN-IFRA will confirm registration to the delegate in writing in electronic form.
- 1.3 No registration is valid, and WAN-IFRA will not be held responsible, unless a written confirmation was received by the delegate, from WAN-IFRA.

§ 2 Cancellation, withdrawal from the Contract by the customer

- 2.1 If the delegate cancels the registration up to 30 days prior to the event, the registration fee will be reimbursed in accordance with the terms specified in article 2.3, minus a 10% non-refundable handling fee.

Up to 14 days before the event, 50% of the amount will be reimbursed.

In the last 14 days prior to the event, no reimbursement will be possible except in cases of illness (with production of a medical certificate) or Act of God (supported by verifiable documentation).

- 2.2 All notices of cancellations must be made by delegates in writing, by letter,

email or fax, and sent in due time together with the pertaining documentation to:

WAN-IFRA
Events Department
Rotfeder-Ring 11
60327 Frankfurt am Main - Germany
T 49.69.240063-0 - F 49.69.240063-300 - info@wan-ifra.org

- 2.5 It is possible at all times to send a "substitute participant" on condition that WAN-IFRA agrees and is informed accordingly in writing and in advance, stating the name of the substitute person. If the above-mentioned name change creates extra cost, these will be charged to the participant. These costs could be, but are not limited to, the changing of the name on a nominative train or plane ticket.

§ 9 Applicable Law, place of jurisdiction, other

- 9.2 The Law of the Federal Republic of Germany shall govern any legal dispute arising out of this registration, exclusively

Visit the full version of the General Terms & Conditions for Events of WAN-IFRA at: www.wan-ifra.org/gtc_events