

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



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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

by **Mario Garcia**, 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

by **Mario Garcia**, 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

by **Mario Garcia**, USA

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

Conclusion & Takeaways

by **Moderator**

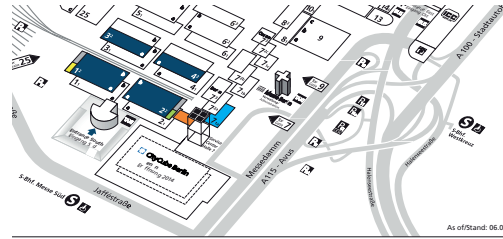
Lunch with Expo visit

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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

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

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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

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