

WAN-IFRA Italia 2015

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

June 17th -18th, Bologna

The complicated balance

the Italian publishing and printing industry facing ever-changing scenarios

Sponsor:



In association with:



www.wan-ifra.org
www.ediland.it



WAN-IFRA Italia 2015

XVIII Edition

June 17th -18th, Bologna

We need new ideas and business models for digital products and services, but at the same time the traditional business, which can not be waived, must open up to new products and markets to return to generating efficiency.

Wednesday June 17th 2015 - Bologna
Savoia Hotel Regency Conference Center

12.00: Registration and welcome cocktail

13.00: Welcome addresses by

Gianni Paolucci, President, ASIG

Fabrizio Carotti, Manager Director, FIEG

13.20 -14.00 / Opening speeches

Which resources to grow? the international scenario

Gianni Paolucci, President, ASIG

Copyright protection: the italian scenario

Isabella Splendore, Head, Legal and International Affairs, FIEG

I SESSION - Advertising resources

The Italian market: challenges and opportunities

14.00 -14.20 / 2015, a turning point?

2014 was a transition and stabilization year for the italian advertising market. Looking at the medium-to-long term trends, may we expect the beginning of the recovery?

Massimo Martellini, President, FCP

14.20 -16.00 / Where is ad spending headed?

Economic crisis, structural changes and new technologies are causing a decline in advertising investments and a budget redistribution between media. Which are the strategies of the "Concessionarie" to create synergies and greater efficiency in the processes and to find a "complicated balance"?

Marco Cancelliere (Pres. FCP-Assoperiodici) - Dir. Gen.

Advertising, Hearst Magazines Italia

Massimo Colombo - DG Publikompass - Coordinamento

Commerciale e Marketing La Stampa

Domenico Ioppolo (Pres. FCP-Assoquotidiani) - COO Mf Servizi editoriali, Class Editori

Davide Mondo - Amm. Del. Mediamond

Ivan Ranza - Dir. Gen. System 24 - Il Sole 24 SPA

Raimondo Zanaboni - Dir. Gen. RCS Communication Solutions, RCS Mediagroup

16.00 - 16.20 / Coffee break

II SESSION - Publishers' resources: products, readers, channels, newsrooms

16.20 -17.40 / Products, channels, newsrooms

Introductory speeches

Sergio Vitelli, Secretary, ASIG

Nick Tjaardstra, Executive Programmes Manager Digital Media, WAN-IFRA

Integration between a national and a regional daily

Maurizio Scanavino, managing director, Italiana Editrice, Torino

Regional publishing and the digital challenge

Matteo Montan, CEO, SEGEA-Gazzetta di Parma

General interest vs vertical channels

Massimiliano Marinoni, Editorial systems manager, Il Sole 24 Ore

Roberto Bernabò, editorial director, Finegil-Gruppo Espresso

17.40 -18.20 / Follow the readers

The power of the apps

Xavier Ferguson, CEO Consenda A.G., Switzerland

The publisher in the square

Claudio Calzana, Manager, publishing and cultural projects, SESAAB, Bergamo

Ore 19.30-24.00 - WAN-IFRA Italia 2015 evening

Dinner and entertainment at "La Bastia" plant nursery, Via La Bastia 2, Bologna

Thursday June 18th 2015 - Bologna
Savoia Hotel Regency Conference Center

III SESSION - Printing plants resources: new services and new markets

9.30 - 10.00: Market trends

Manfred Werfel, Deputy CEO, Executive Director Global Events, WAN-IFRA

10.00 - 11.00 / Round table: Technologies we need to bring resources back

Coordinator: Gianni Paolucci, President, ASIG

Panel with suppliers

11.00 -11.20 / Coffee break

11.20 -11.40 / News services for newspaper publishers

News customizing on the printed newspaper

Pedro Antonio Iglesias, Production Director, Unidad Editorial
José Luis Peregrina, Production Director, Calprint

11.40 -12.20 / Hybrid printing plants: how to expand the market

Integrating business units

Flavio Zuin, Managing Director, gruppo Pignini-Grafica Editoriale Printing

Which markets for hybrid printing plants?

Claudio Rossi, dir. operativo e commerciale, Grafiche Galeati - Comin Group

12.20 - 14.00 / Panel: Which future for the italian newspaper industry?

Scenario presentation

Salvatore Curiale, Director, ASIG

Coordinator: Gianni Paolucci, President, ASIG

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

Paolo Polidori, Amodei group

Dario De Cian, CSQ

Giuseppe Andretta, l'Unione Sarda

Alessandro Serrau, Poligrafici Editoriale

Italian Newspaper Unions (speaker to be confirmed)

GENERAL INFORMATIONS

CONFERENCE VENUE

WAN-IFRA Italia 2015 Conference will take place on **Wednesday June 17th** (in the afternoon) and on **Thursday June 18th** (Morning only) at the **Savoia Hotel Regency Conference Center** in **Bologna**.

Wednesday, June 17th 2015

- 12:00 - Welcome cocktail and registration
- 13:00 - Welcome addresses
- 18:30 - End of the first day conference
- 19:30 - Traditional dinner event, at the Nursery Garden, La Bastia, Bologna

Thursday, June 18th 2015

- 9:30 - Conference resumes
- 14:30 - End of the conference and Light Lunch

HOW TO GET TO THE CONGRESS CENTER

The Savoia Hotel Regency is located in Bologna, Via del Pilastro 2.
Tel.: +39 051 3767784

<http://www.savoia.it/savoia-hotel-regency>

by plane

The Savoia Hotel Regency is 9 Km far from the Guglielmo Marconi Bologna International Airport..

by train

The Savoia Hotel regency is 5 km far from the Bologna Centrale train station, the main railway hub in Italy.

Savoia Hotel Regency **GPS coordinates:**

44.5096992N - 11.3840448E
Hotel with free parking space.

HOW TO REGISTER TO WAN-IFRA ITALIA 2015

Please complete and **send the registration form enclosed directly to ASIG:**

by fax dialing: +39 06 4883489

by mail address: asig@ediland.it

WAN-IFRA, FIEG, ASIG, FCP member fee

500 euros per person;

1500 euros cumulative fee valid for 4 participants.

Non members fee

700 euros per person.

The registration will be valid only upon the receipt of your registration fee.

ACCOMMODATION

Savoia Hotel Regency (via del Pilastro 2 - 40127 Bologna)

Savoia Hotel Country House (via San Donato 159/161 - 40127 Bologna).

Both the 4 stars Hotels are located only a few meters away from each other. Please, complete and **send the enclosed form directly to Savoia Hotel Regency.**

CONTACT

Virginia Melero

Project Manager - Events

WAN-IFRA/Frankfurt

Phone. + 49 69 240063-253

E-mail: virginia.melero@wan-ifra.org

