

PUBLISHERS SUMMIT

17-18 MAY 2017

London,
UK

KEY TOPICS

- Intelligent Content: The Future of Content Creation?
- App Monetisation
- Evolving Programmatic Models
- Dealing with Programmatic related Challenges
- Trends on Advertising & Marketing for Publishers
- Multi-Platform Publishing
- Reaching out to Specific Audience
- The Shift in the Publishers' Working Culture
- Virtual Reality in Publications: What to Expect?

PREVIOUS ATTENDEES INCLUDE

AOL * Allure Magazine * Het Financieele Dagblad BV * Rampanel * DMG Media Ireland * Ole Media Group * Telegraph Media Group * MindTake Research GmbH * TIME & Fortune * Media Investment * BuzzFeed * VisualDNA * Politico Europe * The Publisher Agency * Google * Trinity Mirror * Standartnews Daily * PH7 GROUP * Ars Technica/Conde Nast * The Group * Association of Online Publishers * National Geographic * Time Out Group * Johnston Press * Thomson Reuters * The LADBible * Vibrant Media * Wall Street Journal * Economist Intelligence Unit * Integral Ad Science * Social Honey * Red House Marketing * Bauer Media * LiveIntent * Krux * Publicaciones Heres * Dawson Media Direct * Ultima Media Ltd * and many more...

EVENT SPONSORS



For commercial & sponsorship opportunities, please contact:
Tim Rowley-Evans +44 (0) 20 3141 0637 / trowleyevans@acieu.net

ACI's Publishers Summit will be taking place in London, UK, on 17-18 May 2017.

For its second edition, the conference will give updates on the drivers and trends of the quickly evolving publishing industry.

Over the two days, the event will bring together key industry stakeholders from the publishing industry: publishers, technology, design, UX, CX and advertising companies, to hear case-studies and discuss during interactive sessions & panel discussions.

Join us in London to exchange your point of view with your peers and engage in excellent networking opportunities.

Who will Attend?

ACI's Publishers Summit will bring together key players from the publishing industry, such as:

- Creative Director
- Head of Trading
- Content Director
- Product Manager
- Digital Development Editor
- Publishing Director
- Editor-in-Chief
- Online Product Manager
- Marketing Director
- Chief Revenue Officer
- Commercial & Brand Strategy Director
- Digital Editor
- Branded Content Manager
- Head of Digital
- Digital Sales Director
- Head of Programmatic

As well as professionals from technology, data analytics, design, UX & CX and advertising companies.

Speaking Opportunities

If you would like to be considered as a speaker at the event, for a 30-45mins presentation, please submit an abstract for consideration to:

Lauriane Pardoux +44 20 3141 0632 /
lpardoux@acieu.net

Opportunities to Meet your Target Audience



Showcase your technologies to the industry, with opportunities to demonstrate the capabilities of your latest products and services. Companies can gain direct access to our senior level audience and have an increased level of visibility and exposure through branding and networking at the conference. This will allow you to attract new business and forge lasting commercial relationships.

For information on available commercial opportunities, please contact:

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Key Topics

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- **App Monetisation**
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- **Dealing with Programmatic related Challenges**
- **Trends on Advertising & Marketing for Publishers**
- **Multi-Platform Publishing**
- **Reaching out to Specific Audience**
- **The Shift in the Publishers' Working Culture**
- **Virtual Reality in Publications: What to Expect?**

Registration is Simple

If you would like to register for this event or wish to find out more information, please contact:

Dimitri Pavlyk +44 20 3141 0627 /
dpavlyk@acieu.net

DAY 1

Wednesday 17th May 2017

08:00 **REGISTRATION & COFFEE**

09:00 **CHAIR'S OPENING REMARKS**



Shahin Nabavian
Head of Digital
Economist Intelligence Unit

SESSION ONE

Intelligent Content: The Future of Content Creation?

- Scope, perspectives & best strategies for automated content
- Developing structured/reusable/metadata enriched/technologies supported content to meet audience needs
- Can artificial intelligence help publishers better define their content & what people want to hear about?
- Content vs. context

09:15



Emma Winchurh-Beale
International Sales Director
The Washington Post

The Future of digital storytelling

09:45



Sarah Whitney
Global Product Partnerships -
News & Publishing
Google

10:15 **Panel Q&A**

10:30 **MORNING REFRESHMENTS**

11:00 **CONFERENCE PRESENTATION**
Forget in-app ads and purchases: Join the revolution brewing in app monetization



Claudia Dreier-Poepperl
CEO & Founder
Calldorado

11:45 **CONFERENCE PRESENTATION**
Seeding New Growth into a Legacy Brand



Michael Kavanagh
CEO & Co-Founder
Social Honey

12:30 **LUNCH**

13:40 **CONFERENCE PRESENTATION**
Evolving Programmatic Models

- How are publishers selling their ad space?
- Taking advantage of more sophisticated data from programmatic
- Header bidding: integration, practicality & best strategies



Michelle Raubenheimer
Senior Business Development
Manager, EMEA
PulsePoint

14:25 **PANEL DISCUSSION**
Dealing with Programmatic related Challenges

- Viewability
- Ad fraud
- Ad blocking

Best practices & strategies to overcome and move on from challenges and murky areas

Each panellist will briefly introduce themselves - approx. 5mins, before starting the panel Q&A



Simon Haynes
Head of Digital
N&S Plus



Dee Frew
Ad Tech Manager
IAB UK



Jake Parry
Interim Digital Director
Shortlist Media

15:10 **AFTERNOON REFRESHMENTS**

SESSION TWO
Trends on Advertising & Marketing for Publishers

15:40



Julian Childs
Managing Director, UK and EMEA
Business Insider

16:10



Meagan Lopez
Global Digital Business Director
New York Times

Competing in the world of "Walled Garden" Platforms

16:40 **Panel Q&A**

16:55 **CLOSE OF DAY ONE**

DAY 2

Thursday 18th May 2017

08:30 **REGISTRATION & COFFEE**

09:00 **CHAIR'S OPENING REMARKS**



Shahin Nabavian
Head of Digital
Economist Intelligence Unit

SESSION THREE

Reaching out to Specific Audience

- How do legacy media brands stay relevant to their core audience, while reaching out to other types of/younger readers?
- Niche/regional/micro publishers: best strategies & opportunities



Georgie Holt
Publisher, Cosmopolitan
Hearst Magazines UK

The millennial engagement challenge



Liam Reynolds
Managing Director - National Sales
Johnston Press



Scott Gill
Group Commercial Director
Mediaforce Group

09:05

09:35

10:05 **Panel Q&A**

10:20 **MORNING REFRESHMENTS**

10:50 **CONFERENCE PRESENTATION**
Multi-Platform Publishing

- Tailoring content & monetising on different platforms
- Can publishers support all the various platforms or should they pick & choose?
- Facebook Instant Articles, Google Accelerated Mobile Pages, Instagram etc.: Challenges & opportunities for publishers



Chris Nardi
Global Advertising Director,
Luxury & Consumer
Financial Times

11:35 **PANEL DISCUSSION**
The Shift in the Publishers' Working Culture

- How will the proliferation of offsite or highly mediated content experience affect the media product team?

- Will the product team role & methods significantly change in the next few years?
- More initiatives in technology/data analytics/design/UX & CX: Are publishers turning into tech companies?
- Could publishers generate new revenues from this?



Shahin Nabavian
Head of Digital
Economist Intelligence Unit



Alberto Barreiro Gonzalez
Digital Media Strategist
Former Chief Experience Officer at PRISA
Former Experience Director at ITV



Jack Riley
Commercial and Audience
Development Director
The Huffington Post UK

12:20 **LUNCH**

SESSION FOUR

Virtual Reality in Publications: What to Expect?

- Could this be a great opportunity for publishers?
- What will the VR experience look like in the near future, when the novelty effect wears off?
- Will publishers be able to create VR journalism consumption an habit?
- How to monetise VR content: Sponsorship? Straight forward advertising?
- What kind of content to go for/expect/plan?



Patrick Falconer
Managing Director - UK
New York Times



Parminder Bahra
Executive Producer, EMEA
The Wall Street Journal

Wasn't 2016 Meant to Be The Year of VR?

13:30

14:00

14:30 **Panel Q&A**

14:45 **CHAIR'S CLOSING REMARKS**



Shahin Nabavian
Head of Digital
Economist Intelligence Unit

14:55 **END OF CONFERENCE & NETWORKING REFRESHMENTS**

Registration is Simple

If you would like to register for this event or wish to find out more information, you can contact **Dimitri Pavlyk** using any of the following methods:

+44 (0)203 141 0627

@ dpavlyk@acieu.net

http://www.acieu.net

Postal Address:
ACI Europe, 10 Gough Square, London, EC4A 3DE

Registration is Simple

Conference (Includes Access to All
Documentation)
17th & 18th May 2017

£1,595
(Excl. VAT)

Documentation Packet Only

£420.00

Please Note.

Members and customers of all supporting organisations are entitled to a discount off their conference package.

For more information please call Dimitri on +44 (0) 20 3141 0627

Documentation Packet Available

We are selling Publishers Summit papers at just £395 (+£25 P&P). Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting.
This important manual will be a source of invaluable reference for the future.

About ACI

ACI, a UK owned company, has been running successful conferences in the USA since 1999. Headquartered in Chicago with offices all around the States, ACI opened its European head office at the end of 2005 and has expanded rapidly, launching a series of events in key industries including maritime, energy, oil & gas, cosmetics, chemicals & media.

With Thanks to Our Partners:



Terms & Conditions

Payment

Payment must be received within five business days of returning the signed contract. After receiving payment a VAT receipt will be issued. If you do not receive a letter outlining details two weeks prior to the event, please contact the Conference Coordinator at ACI Europe Ltd.

Discounts are available for multiple/group bookings. Please call **Dimitri Pavlyk on +44 (0)20 3141 0627** for more information.

Cancellations

Substitutions are welcome up to 24 hours prior to the event. Cancellations must be received in writing no less than 3 weeks prior to the start of the conference; a full credit voucher towards a future ACI conference will be issued. Any cancellation received less than 3 weeks prior to the start of the event shall be deemed to be a breach of this contract by client, and accordingly, no credits will be given. Cancellations must be received in writing by mail or fax three weeks before the conference. Thereafter the full conference fee is payable. If for any reason ACI Europe Ltd decides to amend, cancel or postpone this conference, the conference fee will not be refunded. Furthermore, ACI Europe Ltd will not be responsible for covering airfare, hotel or other costs incurred by registrants. In the event that ACI Europe Ltd cancel or postpone the event, ACI Europe Ltd reserves the right to transfer this booking to another conference to be held in the following twelve months, or to provide a credit of an equivalent amount to another conference within the following twelve months. The construction, validity and performance of this agreement shall be governed in all respects by the laws of England to the exclusive jurisdiction of whose courts the Parties hereby agree to submit.

Accommodation

The cost of accommodation is not included in the event fee. Preferential rates will be arranged with or near the event venue, and all confirmed delegates will be given details of how to book accommodation at this rate in due course.

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PH7 GROUP * Ars Technica/Conde Nast * **The Group** * Association
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