

## Conference Programme

### Day One: 4 September 2007

- 08.00 – 09.00    **Registration**
- 09.00 – 09.10    **Welcome address**  
N Murali, Director, Ifra India
- 09.10 – 09.20    **Introductory address**  
Reiner Mittelbach, CEO, Ifra
- 09.20 – 10.05    **Keynote address:**  
Publishing houses as content providers to consumers and advertisers –  
reinvesting the value from traditional media into new media segments for  
growth.  
Kjell Aamot, President & CEO, Schibsted, Norway
- 10.05 – 10.10    **Vote of Thanks**  
R V Rajan, Managing Director, Ifra India
- 10.10 – 10.30    **Tea break**
- 10.30              **Official opening of the expo**
- 13.00 – 14.00    **Lunch**

### Publishers Forum

#### Session: Branding

#### Session Chair: Ramanujam Sridhar, CEO, Brand.Comm

- 14.00 - 14.45    **Brand Management**  
Its importance for newspapers and what newspapers should do to convert  
brand equity into readership. A look at some of the successful brands, what  
did they do right and what they avoid.  
Ramanujam Sridhar, CEO, Brand.Comm, India
- 14.45 – 15.30    **Integrating brand to corporate strategy**  
The brand management principles followed at the India Today Group. How  
the Group integrated its brand with the corporate strategy and became one  
of the best known publishing brands.  
Ashish Bagga, CEO, India Today Group, India
- 15.30 – 16.00    **Tea Break**
- 16.00 – 16.45    **The Guardian, UK – a case study**  
The Guardian, UK, has successfully undergone changes in its design and  
format. In the process it has enhanced its brand value and appeal. A  
presentation on the brand management strategy at the Guardian  
Newspapers, UK  
Marc Sands, Marketing Director, Guardian News & Media, UK
- 16.45 – 17.15    **Titan - a classic tale of brand management**  
Titan is arguably one of the finest examples of an Indian brand attaining and  
sustaining market leadership by forging deep and meaningful relationships

with its customers. A look at how they have consistently done this for two decades now, and pointers that are worthy of emulation.  
B.S.Ramesh Kumar, Sr. Planning Director – Strategy, O&M, Bangalore

17.15 – 18.00 **Visit to the expo**

19.00 – 21.00 **Welcome cocktail and dinner**  
**Sponsored by: Siemens Information Systems Ltd.**  
Venue: Le Royal Meridien, Chennai

## **Technical Forum**

### **Session: Industrialised Production**

**Session Chair: Beatrix Beckmann, Research Engineer, Ifra**

14.00 - 14.30 **Vision of an industrialised printing – closed loop control.**  
Beatrix Beckmann, Research Engineer, Ifra, Germany

14.30 – 15.15 **Industrialised printing with waterless technology and automatic plate changing.**  
Wim Maes, Technical Director, Persgroep, Belgium

15.15 – 15.45 **Tea Break**

15.45 – 16.30 **Integrated control of production – A case study**  
Matthias Tietz, Managing Director, Rheinische Post, Germany

16.30 - 17.15 **Automation**  
Anthony Cheng, Senior Vice President, Singapore Press Holdings, Singapore

17.15 – 18.00 **Visit to the expo**

19.00 – 21.00 **Welcome cocktail and dinner**  
**Sponsored by: Siemens Information Systems Ltd.**  
Venue: Le Royal Meridien, Chennai

## **Day Two: 5 September 2007**

### **Publishers Forum**

#### **Session: New Products**

**Session Chair: Kerry J Northrup, Director of Publications, Ifra**

09.30 – 10.15 **Fast Track – Publishers launching new products at record rates.** A look at the major launches around the world and what worked best.  
Kerry J Northrup, Director of Publications, Ifra

10.15 – 11.00 **Newspaper for young reader**  
nrc.next, Holland is a successful newspaper for the 18-34 yr old and follows 'paid-for' model. It's launched in 2006 by its parent newspaper NRC Handelsblad and a lot of content appears in both nrc.next and NRC Handelsblad, but the presentation of it is very different in the two titles. What is nrc.next's formula for success and the learning for Indian publishers.  
Peter Leijten, Senior Editor, nrc.next, Holland.

11.00 – 11.30 **Tea Break**

- 11.30 – 12.00 **Serving the needs of modern readers**  
Peter Sands, Director of Training, PA News Ltd., UK
- 12.00 – 13.00 **Panel discussion**  
Video on what young readers think of newspapers, followed by a structured panel discussion.  
Panel Chairman: Kerry J Northrup  
Panelists: Ashish Bagga (India Today), D D Purkayastha (ABP), I Venkat (Eenadu)
- 13.00 – 14.00 **Lunch**

### **Session: Advertising**

**Session Chair: Jim Chisholm, Joint Principal, iMedia**

- 14.00 – 14.45 **Strategic ideas for maximising advertising potential in newspapers**  
Jim Chisholm, Joint Principal, iMedia, France
- 14.45 – 15.30 **Maximising advertising revenue through media communities**  
Andreas Schilling, Managing Director, Burda Community Network GmbH, Germany
- 15.30 – 16.00 **Tea Break**
- 16.00 – 16.45 **Does good design sell newspapers?**  
A look into whether good design helps to sell newspapers to readers AND advertisers.  
Peter Ong, Consultant, Checkout Australia Pty. Ltd. Australia
- 16.45 – 18.00 **Networking break and visit to the expo**
- 19.00 – 22.00 **Theme Dinner & Entertainment**  
**Sponsored by: Malayala Manorama and The Daily Thanthi**  
Venue: New Beach Area, Taj Fisherman's Cove

### **Technical Forum**

**Session: Quality in Newspaper Printing**

**Session Chair: Manfred Werfel, Dy. CEO & Research Director, Ifra**

- 09.30 – 10.00 **A case study on performance improvement at Dar Al-Yaum Newspapers, Saudi Arabia.**  
Saad Al-Dossary, Alyaum Printing Complex Director, Dar Al-Yaum Newspapers, Saudi Arabia
- 10.00 – 11.15 **Experiencing new ideas in quality**  
Purnendu Sen, Technical Director, The Times of India Group
- 11.15 – 11.45 **Tea Break**
- 11.45 – 12.30 **What are the problems associated with semi commercial printing and what are the solutions**  
K Balaji, Director, The Hindu
- 12.30 - 13.00 **Semi commercial – why is it here? What is feasible?**  
Overview by Manfred Werfel, Research Director & Dy. CEO, Ifra

**Followed by update on drying systems for semi commercial printing**

Speakers from Eltex and Megtec

- 13.00 – 14.00 **Lunch**
- 14.00 – 14.30 **Value Added Printing of Newspapers (VAPoN)**  
Paul Casey, Technical Service Development Director - Coldset Europe, Sun Chemicals, UK
- 14.30 – 15.15 **Panel discussion**  
Between standardisation and differentiation of quality. What are the quality issues and other contemporary topics.  
Panel chairman: Manfred Werfel  
Panelists: Purnendu Sen, K Balaji, R D Bhatnagar
- 15.15 – 18.00 **Tea Break and visit to the expo**
- 19.00 – 22.00 **Theme Dinner & Entertainment**  
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**Day Three: 6 September 2007**

**Publishers Forum**

**Session: Advertising**

**Session Chair: Dr. Dietmar Schantin, Director, Ifra Newsplex**

- 09.30 - 10.15 **Cross Media advertising**  
A look into the trends and strategies for "your customers to reach their customers".  
Dr. Dietmar Schantin, Director, Ifra Newsplex
- 10.15 - 11.00 **Harness the Power of Modular Advertising**  
Generate More Revenues, Improve Profits and Operating Effectiveness.  
Learn how "Modular Advertising, Plus" can revitalise your newspaper's business model.  
Chris Kubas, Kubas Consultants, Canada

- 11.00 – 11.30 **Tea Break**

**Technical Forum**

**Sessoion: Quality in newspaper printing**

**Session Chair: Beatrix Beckmann, Research Engineer, Ifra**

- 09.30 - 10.15 **What to look for in choosing your newsprint, what are the effects of printing in various specifications of newsprint**  
Terence Seah, Technical Director, Norske Skog Pan Asia, Singapore
- 10.15 - 11.00 **Ensuring quality standards of incoming materials**  
An overview of the benefits of Ifra-RIND Material Testing & Research Centre  
Beatrix Beckmann, Research Engineer, Ifra
- 11.00 – 11.30 **Tea Break**

**Common closing session – A look into the future**

**Session Chair: Manfred Werfel, Dy. CEO & Research Director, Ifra**

- 11.30 – 12.15    Where News – An update on Ifra’s futuristic research project looking at the ways societies shape the future of newspaper and usage habits.  
Manfred Werfel, Research Director & Dy. CEO, Ifra
- 12.15 – 13.00    Closing address: In a dynamic, competitive environment, how to remain a leader in your business?  
Jim Chisholm, iMedia, France
- 13.00 – 13.05    **Closing**  
Followed by lunch