

CHALLENGES & NEW TRENDS IN PUBLISHING

How to define your new role and value proposition

The publishing industry has entered a new stage, the “transformation phase” from conventional to digital publishing. As a publisher you now need to cope with the fact that publishing functions – editing, design, production, financing, marketing, sales and distribution – that were all handled by you in a conventional value chain are now split among multiple players.

- How do you transform your business and define your new role and value proposition?
- How do you match the demands of authors and readers?
- How do you go from local to global?
- How will you survive?

Be inspired, have a good discussion, and look into the future. As always, the programme and speakers are exclusively selected. It is also a unique opportunity to expand your network and create new relationships for the benefit of your business.

Program

Moderator: Keld Jensen, Founder and CEO, MarketWatch

9.00 - 10.00 • Registration

10.00 - 10.20 • Welcome by Schilling and moderator

At this year's Scandinavian Executive Publishing Meeting we will focus on the challenges that publishers are facing in their value chain. Taking globalisation as a starting point and the fact that publishers can no longer only focus on their home markets, we have gathered a strong panel of speakers who will put the conference topics into an international perspective.

10.20 - 11.05 • Film industry facing digital challenges

Digitisation hits all industries but for some, like the publishing industry, it breaks all ground rules and changes the entire value chain. We will take a look at the film industry and learn how they face the challenges in moving from cinema to VHS, DVD, and now VOD (video on demand). Learn how the film industry is transforming its business in order to stay competitive in a digital world.

- *Adrian Mandrup, Nordic Sales Director, Nordisk Film Digital Distribution*

Questions and debate
by Keld Jensen

11.05 - 11.50 • Going global – what does it take?

With e-bay the local garage sale suddenly became a global market place. Digitisation allows you to globalise your business. But what do you need to be aware of, and what does it take in terms of changing the mind sets of your employees and the culture of your company? Podio, founded in 2009, has managed to take advantage of the opportunities that globalisation provides – be inspired by their success!

- *Tommy Ahlers, CEO, Podio*

Questions and debate
by Keld Jensen

11.50 - 12.30 • Reading and writing freely and globally

Kobo Writing Life is a one-stop, do-it-yourself publishing portal that allows writers to reach readers globally. How does it affect the traditional publishing industry? Can the two business models co-exist or are they head-on competitors? Pieter Swinkels will present Kobo and give us their view on the matter.

- *Pieter Swinkels, Vice President Acquisition, Kobo Inc.*

Questions and debate
by Keld Jensen

12.30 - 13.30 • Lunch Break

13.30 - 14.20 • Do you meet the demands of your authors and readers?

What are publishers planning to offer authors in a digital industry? And what do authors expect from publishers? Schilling interviewed a number of publishers and authors from the US, the UK, and the rest of Europe to get their perspectives, and published the findings in a white paper. Join the panel's discussion about the value that authors expect publishers to provide.

Panel:
- *Lisa Edwards, Publishing and Commercial Director, Scholastic Children's Books*
- *Kerry Wilkinson, Author*
- *Lotte Garbers, Author*

Discussion and debate
by Keld Jensen

14.20 - 15.10 • Branding – more important than ever

Branding is the new black in publishing. We are told that publishers must deal with brand management of content, authors, or imprints, just like other industries do. Kasper Tang Vangkilde has spent a lot of time studying how Hugo Boss deals with the management of their brands and how creativity is directed strictly towards the specific brand.

- *Kasper Tang Vangkilde, Doctor of Philosophy (Ph.D.), Anthropology, PhD thesis 'Branding Hugo Boss'*

Scholastic has been working intensely with the branding of The Hunger Games on a series of platforms globally. Lisa Edwards of Scholastic will take us through the efforts to create a true brand value and a global phenomenon around the books.

- *Lisa Edwards, Publishing and Commercial Director, Scholastic Children's Books*

Questions and debate
by Keld Jensen

15.10 - 15.30 • Coffee Break

15.30 - 16.00 • Digital marketing and social media

As a publisher you need to get close to your readers and end users. They are all online and you need to figure out how to engage with them and how to track the effect of your efforts. And if anyone knows how to engage digitally with customers, it is US-based Thismoment. They have worked with brands such as Coca Cola, Fisher-Price, Foot Locker, and Universal. Raphael de Souza who has worked with digital marketing in publishing is ready to share his knowledge with us.

- *Raphael de Souza, Northern European Sales Director, Thismoment*

Questions and debate
by Keld Jensen

16.00 - 16.30 • Are you ready for the changes in learning and student behaviour?

Kami Thordarson, Innovative Strategies Coach at Los Altos school district, was asked to pilot Khan Academy in her class. Kami will share her experience with the Khan Academy program and talk about how learning and student behaviour is changing. How does this affect you as a publisher? Be inspired how to deal with the changing rules in education all over the world.

- *Kami Thordarson, Innovative Strategies Coach at Los Altos school district*

Panel discussion and questions
by Keld Jensen

16.30 - 17.45 • New players on the publishing scene

We are happy to have Valobox revisiting this year's conference. Last year they showed us how they were able to offer a sequential payment solution – pay as you read – and implement it on your websites, blogs, or wherever it makes sense. We are curious to hear how they are doing!

Movellas is a community site that enables people to share their passion for great stories – being it reading or writing. They started in Denmark a few years ago and are now taking off in the UK and the US.

Saxo recently launched Saxo Publish where authors can publish their books directly to the webshop and sell directly to readers. How is it going and what do they expect to achieve?

BookLamp's goal is to help publishers and authors make all books discoverable. They help you find books through a computer-based analysis of written DNA – how about that? BookLamp's engine is not influenced by advertising budgets or popularity bias. Learn about a phenomenon that adds to metadata beyond your belief.

- *Anna Lewis and Oliver Brooks, Co-founders of Valobox*
- *Per Larsen, CEO and Co-founder of Movellas*
- *Jørgen Balle Olesen, Managing Director, Saxo.com A/S*
- *Aaron Stanton, CEO, BookLamp & Novel Projects Inc.*

Panel discussion and questions
by Keld Jensen

17.45 - 18.00 • Summary and conclusion

18.00 - 19.00 • Guided tour at Carlsberg

19.00 - 22.00 • Evening dinner



Speakers at Scandinavian Executive Publishing Meeting 2012



Keld Jensen, Founder and CEO of MarketWatch Centre of Negotiation A/S
Keld Jensen is founder and CEO of MarketWatch Centre of Negotiation A/S. He has more than 20 years experience in international management, negotiation, and communication. He is a prolific writer, author and he is a frequent speaker at conferences around the world, and has worked with numerous global businesses in training and consulting capacity.



Per Larsen, co-founder, Movellas
Per Larsen is co-founder of Movellas (the leading European self-publishing community), Huddlebuy (Europe's leading BTB group buying site), and Miniwardrobe.com (children's clothing). He has previously worked at LEGO, Dell, and Apple and holds an MBA from London Business School. He has lived and worked in Denmark, USA, Italy, and the UK. When not working, he is a keen cyclist, skier, runner, and tennis player.



Tommy Ahlers, CEO, Podio
Tommy has firmly established his position as a successful entrepreneur. In only a couple of years he has created and divested two companies, each for more than 250 million DKK. His ability to spot growth opportunities and implementing them in real life commands respect. But ZYB.com and Podio are not the full story about Tommy. They also show that you can use a past in McKinsey to do other things than take up a managing position in DSB. Tommy is not just a role model for entrepreneurs – he is also a wake-up call for all comfortable but ambitious wage earners. His story ought to be an inspiration for finding the answer to what can keep Denmark prosperous in the future.



Pieter Swinkels, Vice President Acquisition, Kobo Inc.
Pieter Swinkels has over ten years' experience in the international publishing industry and previously worked as Publisher at De Bezige Bij Publishers in Amsterdam. As Vice President Acquisition at Kobo, he is leading Kobo's global content acquisition and is responsible for building relationships with publishers and vendors around the world.



Kami Thordarson, Innovative Strategies Coach, Los Altos School District
Kami Thordarson has taught in Los Altos for four years, coming from the Poudre School District in Colorado where she began teaching in 1999. Kami holds a B.A. in Communications and an M.A. in Education. Kami is an expert in project-based learning and enjoys engaging students with creative lessons that focus on student choice and voice. Kami was a pilot teacher for the Khan Academy program in 2010 where she helped implement and design the blended learning model currently being adopted in all fifth through eighth grades. She is a graduate of the 2011 MERIT program through the Krause Center for Innovation and has recently attended a workshop on Design Thinking at the d.school (Institute of Design) at Stanford. She envisions a real-world classroom in which teachers are empowered to transform education through technology and innovative practices, where students take ownership of their education, and classrooms are collaborative, problem-solving communities. Kami has taken on a new role as Innovative Strategies Coach for the Los Altos School District for 2012-2013.



Lotte Garbers, author
Lotte Garbers is a Danish fiction writer. From 2009 to 2012 she was chairman of the Danish Authors' Society. In this role her main focus was the transformation of an industry in a period where books are doing well but the stakeholders within the industry are undergoing severe changes. She lives in France and has been a writer for 13 years, prior to which she worked for Microsoft Corp. She holds a masters degree in international business and languages.



Kerry Wilkinson, author
Kerry Wilkinson is something of an accidental author. His debut, Locked In, was written as a challenge to himself but, after self-publishing, it became a number one bestseller in the UK within three months of release. His three initial Jessica Daniel books sold over 250,000 copies in under six months, making him Amazon's UK No. 1 author for the final quarter of 2011, its biggest-ever sales period. He then signed a six-book deal with Pan Macmillan and is one of Amazon's top-10 bestselling authors in 2012.



Raphael de Souza, Northern European Sales Director, Thismoment
Raphael de Souza is a consummate, bilingual (French-English) Digital Marketing Professional who for the past 10 years has worked across multiple areas of the digital marketing industry. Having consulted to and worked with clients across multiple digital distribution channels, he has gained invaluable insights into the publisher, marketer, and agency segments. His primary focus has been within digital marketing technologies where he has worked in companies such as Acceleration E-Marketing recently acquired (majority stake) by WPP and in partnerships with various organisations including Google, DoubleClick, Omniture, Epsilon, and more. He completed an MBA in 2010 researching "Technology Acceptance and Adoption in Developing Countries". Raphael is based in London, a keen oil painter and, as the Northern European Sales Director at Thismoment, is regularly jetting around Europe speaking with leading brands and agencies on how Thismoment powers the "Dynamic Brand Experience".



Kasper Tang Vangkilde, Anthropologist (Ph.D.), Assistant Professor, Department of Culture and Society, Aarhus University
Kasper Tang Vangkilde is an anthropologist specialising in business, creativity, and design. He has done extensive ethnographic fieldwork among fashion designers and product developers at HUGO BOSS on the basis of which he has written a doctoral dissertation entitled "Branding HUGO BOSS. An Anthropology of Creativity in Fashion". Currently employed at Aarhus University, he is responsible for the thematic specialisation in "Innovation, Organisation, and Work" on the Master's Programme in Anthropology and is highly engaged in developing the emerging field of business and design anthropology.



Lisa Edwards, Publishing & Commercial Director, Scholastic Children's Books
Lisa Edwards is the Publishing & Commercial Director at Scholastic Children's Books. She has 17 years' experience in publishing and licensing major brands, including Horrible Histories® and The Hunger Games. As well as heading up the Scholastic Children's Books' editorial team, Lisa is implementing their licensing and digital strategy in the UK.



Aaron Stanton, founder and CEO, BookLamp.org
Aaron Stanton is the founder and CEO of BookLamp.org and the Book Genome Project, a technology-based book discovery platform built on computer-derived Book DNA. He is also the founder and lead designer of The Game of Books. He is an outspoken advocate and critic of the role of metadata in content discovery, and the role of computers in powering the connective threads between readers, writers, and publishers. He has lectured in venues as diverse as Hong Kong, Germany, New York, and Stanford University on the challenges of book discovery and the invisible space in social recommendation engines where most books are functionally invisible. Stanton's work has been repeatedly profiled over the years in the media, including Popular Science, Macworld, Wired Magazine, CNET, PC World Magazine, NPR, TechCrunch, the Huffington Post, the Seattle Times, ABC News, Mashable, and many others.



Oliver Brooks, co-founder, ValoBox and CompletelyNovel
Oliver Brooks is the co-founder of ValoBox and CompletelyNovel. He is interested the evolution of the content industries from traditional retail through to social and distributed commerce. In 2008 he started CompletelyNovel – now the largest online book publishing community in the UK. It is designed to find the correct route to market for books. It enables anyone to publish economically while highlighting the books with a mainstream appeal to publishers. His latest project, ValoBox, is a pay-as-you-go e-book platform designed to create a new sales channel by integrating with the social web. Each book can be read on any device from any website and sold by any user using links or embeds.



Anna Lewis, co-founder, ValoBox and CompletelyNovel
Anna Lewis co-founded the book technology company, CompletelyNovel, with Oli Brooks in 2008. Since then they have created CompletelyNovel.com, a community powered book-publishing platform bringing modern publishing tools to an online network of readers, writers, and publishers. Their latest venture is ValoBox, a fresh approach to e-books which combines a pay-as-you-go reading platform with an exciting social retail model which will put customers at the heart of book selling. In 2010 Anna was a finalist for the UK Young Publishing Entrepreneur Award and over the past couple of years she has also managed the Author Blog Awards, the 24 Hour Book Project, and a number of other collaborative projects.



Jørgen Balle Olesen, Managing director, Saxo.com A/S
Jørgen Balle Olesen holds an MSc in Economics and Business Administration from Copenhagen Business School (CBS). In 2001 he established SAXO.com (at the time called e-boghandel.dk) using his parents' local bookshop in Østerbro as a starting point. Today Jørgen is the majority shareholder and managing director of SAXO.com A/S that now includes an online bookshop and his latest project, SAXO Publish, for publishing, marketing, and creation of relations with readers and other publishers.



Adrian Mandrup, Nordic Sales Director, Nordisk Film Digital Distribution



SCANDINAVIAN EXECUTIVE PUBLISHING MEETING 2012

22 NOVEMBER AT CARLSBERG

