

Challenges and new trends in publishing

We will be opening the doors to the only event in Scandinavia that focuses on changes and developments in the publishing industry across national borders. We will draw inspiration and solution models from the international stage, from other industries and players as well as new players in the market. They all have influence on the development of and solutions to the challenges the publishing industry faces across the value chain such as:

- Declining turnover versus growth
- Increased demands for streamlining and product development
- Demands for constant innovation
- Globalisation and socialisation
- New business models
- New competitors

From a managerial perspective, we will look at how one runs a profitable business with the constant prospect of a declining turnover. We will find inspiration from other industries and look at how your publishing business can be streamlined while including innovation in your products and services. Globalisation, social commerce and unauthorised copying are everyday occurrences, but most important of all is, how do you ensure that your products are where the customers are? Come and hear more about the new business models, etc. On the day, we will re-think the cornerstones and constructively discuss growth areas and trends for the 21st century, progressive publishing company.

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 - 11.10	• iPad & personal mobility Learn how the iPad is changing the distribution and consumption of content. Learn how to utilise the new opportunities to create innovative and radically different products with a truly global reach. Presentation by Apple Denmark Questions and debate <i>by Keld Jensen</i>
11.10 - 11.55	• Innovation – more important than ever Most companies in the western world agree that innovation will enable them to compete effectively on a global market where emerging countries have taken the pole position when it comes to cost efficiency. However, innovation often stops with the pronunciation of the word. True and constant innovation happens at all levels in the company and must be handled very systematically to have any significant effect and provide competitive advantage. Hear Marianne T. Poulsen, Head of the European Office of Silicon Valley based SRI International, explain how innovation is conducted in one of the world's largest research and development organisations. Questions and debate <i>by Keld Jensen</i>

11.55 - 12.40	• Are you backing the right horse? With an annual turnover in the product portfolio of more than 70% and a demand for high speed-to-market, it is extremely important – and difficult – to pick the right products to go for. But it is not only the publishing industry that is struggling with these problems. Many other companies are facing the same challenges in looking to back the right horse. Henrik Theilbjørn is deeply involved in the fashion industry where trendsetters dictate quarterly renewal of the product portfolio and where the consumer preferences are constantly changing. Hear Henrik Theilbjørn talk about the business processes and workflows that improve the odds when you decide on the next season's fashion design.
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Questions and debate *by Keld Jensen*

12.40 - 13.40	<i>Lunch</i>
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13.40 - 14.30	• Is this the end of the world as we know it? - Keeping the focus in turbulent times Everything in the publishing industry seems to be changing these years – business models, sales channels, sourcing channels, marketing models, consumer access, author relations, user habits, etc. The business landscape seems completely unreadable and all publishers must ask themselves where to focus their efforts and what is really important in this transition. But even in a revolution some things remain constant, and publishers must find out where to focus so they do not lose their foothold. As Vice President of Warner Music, Pete Downton was responsible for business development, traditional and digital, in a period where the whole music industry was suffering. Hear Pete talk about his strategic experience and perspectives on the revolution the music industry went through – where to put your efforts and when to let go.
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Questions and debate *by Keld Jensen*

14.30 - 15.00	• Novel rejected? There's an e-book gold rush!
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The past 18 months have been incredible and I'm thrilled by the attention my success has received from the press, including The Washington Post, Forbes and National Public Radio. I'm also pleased that my two most recent self-published ebooks are currently on Top 100 bestseller lists at Amazon US, Apple iBooks (US and Australia) and Barnes & Noble (the largest bookseller in the US). I have just released my first self-published foreign translation, with several more translations to be released by the end of the year.

Hear Nyree Belleville share her story, experiences and ideas about the new world of digital and self-publishing.

Questions and debate *by Keld Jensen*

15.00 - 15.20	<i>Break</i>
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15.20 - 16.50	• Business models – the new buzz or the rescue? Business models seem to be the words on everyone's lips these days – and a lot of new models are being tested in the industry. Many new ventures are set up, hoping that they have found a way to please consumers' media consumption. Hear Andrew Rhomberg, CEO and founder of Jellybooks UK, explain how Jellybooks is preparing to offer e-books to readers all over the world in a new Groupon way. Justo Hidalgo, co-founder of Spain-based 24symbols, explains the thoughts behind one of the worlds' first cloud-based subscription models for books. Mark Coker, CEO and founder of California-based Smashwords, one of the most talked about and very interesting initiatives that challenges the traditional ways of publishing, will talk about the philosophy and business model behind his company. Valobox of London, represented by its two founders, Anna Lewis and Oliver Brooks, will share with us the concept and features of their new service that offers a pay-as-you-read service, which in particular supports educational, academic, and non-fiction publishers.
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Panel discussion and questions *by Keld Jensen*

16.50 - 17.10	• Every penny counts! Keep focus on your working capital In times when money is a scarce resource and margins are squeezed, it is more important than ever to keep tight control of the cashflow. Monitoring the company's working capital in order to free up liquidity for investments or other purposes is a crucial discipline that demands control of internal processes and work-flows. Listen to Ernst & Young explain how they have helped companies focus on working capital and thereby increasing liquidity and improving the financial results.
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Questions and debate *by Keld Jensen*

17.10 - 17.45	• Hear three authors and devoted readers present their thoughts about digitisation of the publishing industry under the headline "The best and the worst things about digital publishing" Writer Merete Pryds Helle is currently attracting considerable interest with "The Funeral", a collection of short stories that have just been published in a digital version for iPad. She is innovative, inquisitive, and always looking out for the newest trends. In 1997 she was awarded a project grant from DanishArts.dk ("Statens Kunstfond") and in 2000 she got the Harald Kiddes and Astrid Ehrencron-Kiddes Award for her literary work. Anna Bridgwater, writer, journalist, and editor of the Danish Authors' Association's magazine, has written biographies, interview books, a print-on-demand children's book, and is ghost writer on a number of best-sellers. Anna is currently working on a book with the Danish-American fitness guru, Chris MacDonald and CEO of Lego, Jørgen Vig Knudstorp. She also offers short courses in how to write non-fiction. Nyree Belleville, self-publishing author, whom you have met earlier during the day will join the discussion.
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Panel discussion and questions *by Keld Jensen*

17.45 - 18.00	Summary and conclusion
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18.00 - 19.00	Guided tour at Carlsberg
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19.00 - 22.00	Evening dinner
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Speakers at Scandinavian Executive Publishing Meeting 2011



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.



Marianne T. Poulsen, Head of European Office SRI International
Marianne T. Poulsen has been working with innovation for several years – the last six of them in "The Valley" in close cooperation with several game changing companies. Marianne is currently based in Hamburg as Head of SRI International's European branch. Marianne holds an MBA from University of Houston-Downtown and gives lectures at AVT Business School on Innovation and Entrepreneurship.



Henrik Theilbjørn, Board Executive and Investor
Henrik Theilbjørn has considerable experience from the fashion industry and has among other things been CEO of public listed IC Companys in charge of an extensive turnaround. In addition, he holds a wide range of board memberships and investments within the fashion and lifestyle industry. Working as board executive, Henrik Theilbjørn's specialties are strategy, business planning, and execution.

Speakers at Scandinavian Executive Publishing Meeting 2011



Pete Downton, Director of Connected Services at Imagination Technologies

Pete Downton, Director of Connected Services at Imagination Technologies, has significant operational and strategic experience which has been developed working across the traditional and digital media sectors for more than a decade. In addition, Pete acts as university guest lecturer at NYU, Sapienza - Università di Roma, University of Hertfordshire, and as a member of the mentor programme at the School of Communication Arts.



Nyree Belleville, Author

Known for "sensual, empowered stories enveloped in heady romance" (Publisher's Weekly), many of Bella Andre's 20+ titles have appeared on top 50 bestseller lists. Her books have been Cosmopolitan Magazine Red Hot Reads twice and have been translated into nine languages. Her novel, Never Too Hot, won the Award of Excellence in 2011. The Washington Post has called her "One of the top digital writers in America". www.BellaAndre.com



Andrew Rhomberg, CEO and founder of Jellybooks

Andrew Rhomberg, CEO and founder of Jellybooks, a service for discovering, sharing and group buying ebooks. Andrew has lots of venture experience from companies such as btr, Gate5 and Skype.



Justo Hidalgo, Co-founder of 24symbols

Justo Hidalgo is co-founder of 24symbols, a cloud and social reading service that uses a freemium subscription model. He also teaches product strategy, innovation and entrepreneurship at the Nebrija Business School in Madrid, Spain, and is a mentor at the Pan European startup accelerator Startup Bootcamp.



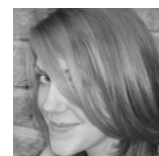
Mark Coker, Founder, CEO and Chief Author Advocate

Mark Coker is founder of e-book distributor Smashwords and a long time angel investor and advisor to technology and media startups. In 2010, The Wall Street Journal named him one of the eight stars of self-publishing. Mark previously served on the advisory board for Flat World Knowledge, the leading publisher of commercial open-source textbooks.



Oliver Brooks, Co-founder of ValoBox and CompletelyNovel

Oliver Brooks is the co-founder of ValoBox and CompletelyNovel. He is interested in 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 of 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.



Rikard Søreng, Executive Director, Ernst & Young Advisory Nordic

Rikard C Søreng is Executive Director in Ernst & Young and responsible for the strategy team in Advisory Oslo. Rikard has previous experience within business development from Schibsted ASA/Finn.no, and as a management consultant for McKinsey & Company and Advokatfirmaet Selmer DA. He has experience from a number of sectors but with emphasis on the media industry. Rikard has experience from leading projects within strategy, restructuring, performance improvement, and performance management.



Michael Schrøder, Partner, Ernst & Young Advisory Nordic

Michael Schrøder is Partner in Ernst & Young and responsible for the Supply Chain and Operations team, including the working capital services in Advisory Denmark. Michael has previous experience within financial integration and working capital services within AP Møller-Mærsk and as a management consultant for several Danish and international consulting companies (PA Consulting, Siemens MC, etc.) He has experience from a number of sectors but with emphasis on the media industry. Michael has experience from leading projects within restructuring, performance, improvement and performance management.



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Scandinavian Executive Publishing Meeting

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