

Future of the Book Conference

Hyatt Regency Auckland • 24-25 June 2009

The Event

The future of the book is digital, mobile and global. The changes sweeping this US\$100 billion global industry — and increasingly newspapers and magazines too — promise the biggest change in how we read since the invention of the printing press. This major conference explores their impact on New Zealand and the new opportunities opening up globally for smart media and technology players.

- Features **top international keynotes** to engage **senior decision makers from publishing, technology, education and the creative sector**.
- A **Digital Rights Marketplace**, running alongside the conference, will open up a vast amount of content to innovative new digital media applications.
- A special **Future of the Book in Education** stream highlights global opportunities in e-learning
- The **Networking Lounge** and **Product Showcase** provides a place to come and do business.

The Future of the Book conference will give New Zealand organisations the tools and partnerships to engage in the emerging **consumer and educational markets for digital content**.

Who Should Participate

- Publishers – consumer, trade and educational across a range of media
- Technology providers
- Content providers looking for technology partners
- Developers looking for content partners
- E-Learning providers
- Retailers, libraries, suppliers and service providers
- Investors
- Anyone who can help build an internationally competitive digital publishing industry based in New Zealand

The Future of the Book conference is organised by the **Digital Publishing Forum**, an industry group formed by book publishers, authors and their copyright licensing agency. The Forum's aim is to accelerate the growth of digital publishing in New Zealand. A key part of this is exposing this rapidly emerging global opportunities to new, as well as existing, players.

For more information, visit digitalpublishing.org.nz. For details on conference speaking and sponsorship opportunities, **contact Forum Director Martin Taylor** on +64-9-529-9573 or martin@digitalstrategies.co.nz.

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DAY 1 – Wednesday 24 June	
Time	Topic
8:30am	Registration opens
9:00	Welcome and Introduction
9:10	<p>International Keynote: Building a new world publishing business: Lessons from Stanza Stanza is the leading application for reading on Apple's iPhone. It's also one of the iPhone's most downloaded applications. Stanza has transformed the landscape for digital publications and ebooks. How did it happen, and what lies ahead from this innovative company, now Amazon-owned, and the industry now exploding around it. Neelan Choksi, COO, Lexcycle, developer of Stanza ebook reader for the iPhone</p>
9:50	<p>International Keynote: The Book is Dead. Long Live the Book. Books are more than just a major commercial sector, they are at the heart of our very culture and ideas. As the book takes new digital forms, how will this impact on the things that have made books so important? Sherman Young, academic and author of The Book is Dead: Long Live the Book.</p>
10:30	Morning Tea - and Product Showcase - e-reading devices, publishing tools, etc
11:00	<p>The Mobile Web: Where it's headed as a digital content platform for publishers New Zealand is in the midst of a major turning point in its mobile communications as new networks, gadgets and services battle for a share of this booming market. What will this mean for content providers, what sorts of deals are being done, and how quickly is all of this going to happen?</p>
11:45:00	<p>Developing and selling iPhone applications When Apple turned on its App Store a year ago, it unleashed a whole new industry for developers and content providers, proving the huge potential of the smartphone category. In this session, you'll hear from some pioneers who have created global businesses around the exploding smartphone category. Karl Von Randow, Cactuslab; Neelan Choksi, Lexcycle</p>
12:30 PM	Lunch - and Product Showcase - e-reading devices, publishing tools, etc
13:30:00	<p>Acquiring and protecting digital rights: copyright, contracts and licensing models The digital world opens up whole new opportunities for existing and newly created content and partnerships. At the heart of this is digital rights – the legal and business frameworks in which successful ventures operate. This session explains how digital rights are bought and sold, how to protect them, and what pitfalls to avoid. Simon Rowell, Partner, James and Wells</p>
02:15 PM	<p>Case study: The promise, the pain and the payback of moving to XML The holy grail of digital publishing is to create content once, then re-purpose it in multiple ways for multiple devices. Underpinning this are technologies such as XML and XHTML. But reaching this ideal place can be a very painful experience. This highly practical session will present a warts-and-all study of what's involved in moving to XML.</p>
15:00:00	Afternoon Tea - and Product Showcase - e-reading devices, publishing tools, etc
15:30:00	<p>International digital content distribution – channels, formats, devices, digital rights management Richard Pipe, CEO, InfoGrid Pacific Pte Ltd, tbc</p>
4:15 pm	<p>Panel: Is the future of the book digital? Moderator Graham Beattie is joined by a lively panel of cynics and true believers to separate myth from reality and examine just where this digital thing is taking us.</p>
05:00 PM	Networking Drinks

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Day 2 – Thursday 25 June							
8:30 am	Registration opens						
9:00 am	International Keynote: how to think, work and win in the digital global educational publishing market Michael Ross, VP/GM Britannica and author						
09:50:00	Keynote 2: TBC						
10:30:00	Morning Tea						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: left;">STREAM 1 – Education</th> <th style="width: 50%; text-align: left;">STREAM 2 – The business of digital content</th> </tr> </thead> <tbody> <tr> <td>11:00:00 E-Learning developments and implications for publishers Sarah Jones, manager e-learning research, Ministry of Education</td> <td>Secrets of successful selling online Michael Carney, author and media strategist, exposes the great and the downright ugly, reveals the secrets of the best online sellers, and shows us the tools that smart digital marketers are using today to reach their buyers online.</td> </tr> <tr> <td>11:40:00 Case study: How one New Zealand e-publisher has gone digital to open up global markets</td> <td>Case study: A subscription model for digital publishing of books and magazines. Stuart Shepherd, TMCC</td> </tr> </tbody> </table>	STREAM 1 – Education	STREAM 2 – The business of digital content	11:00:00 E-Learning developments and implications for publishers Sarah Jones, manager e-learning research, Ministry of Education	Secrets of successful selling online Michael Carney, author and media strategist, exposes the great and the downright ugly, reveals the secrets of the best online sellers, and shows us the tools that smart digital marketers are using today to reach their buyers online.	11:40:00 Case study: How one New Zealand e-publisher has gone digital to open up global markets	Case study: A subscription model for digital publishing of books and magazines. Stuart Shepherd, TMCC
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03:00 PM	Afternoon Tea						
03:30 PM	How People Will Read Digitally To create effective digital publications, you need to understand how people read digitally. This session explains the latest research findings and shows some cutting edge techniques being developed to enhance the digital reading experience. David Bainbridge, University of Waikato						
04:10 PM	Panel: How can New Zealand publishers open up global channels for digital publishing Moderator: Gillian Candler, publishing consultant. Panel: Michael Ross, Sherman Young, Richard Pipe, NZ publisher tbc						
04:50 PM	Closing Remarks						
5:00PM	Conference Ends						

Conference Registration

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How to Register

1. Fill in and email electronic form, *or*
2. Fill in, print and fax/post electronic form, *or*
3. Print blank form, write in details, and fax/post
(*Hardcopy with signature required for credit card payments.*)

TAX INVOICE GST Number 90-580-205

Programme details: digitalpublishing.org.nz/events

Attendee Information

Please complete one form per delegate.

Dr/Mr/Mrs/Ms: _____

First Name: _____

Last Name: _____

Position: _____

Company: _____

Postal Address: _____

Suburb _____

City: _____

Postcode: _____

Email: _____

Phone: _____

Fax: _____

Special Instructions:

NOTES

CANCELLATIONS AND SUBSTITUTIONS. Substitutions are permitted without further charge, please advise details of new delegate. For cancellations, a full refund is available for cancellations received before 12 June 2009. For cancellations received after that date, there is a charge of \$100+GST. No refund is payable on cancellations received with 48 hours of the event.

VENUE, ACCOMMODATION AND PARKING. Hyatt Regency Auckland, cnr Princes Street & Waterloo Quadrant, Auckland City. Ph 09-355-1234, auckland.regency@hyatt.com. Special conference accommodation rates available. Very limited conference parking available in the hotel carpark, \$12 per day.

FURTHER INFORMATION. For further details, phone +09-529-9573, visit our website digitalpublishing.org.nz, or email events@digitalpublishing.org.nz.

Payment Details

Conference Fee

Standard (\$795+gst = **\$894.38**) _____

Earlybird Special* _____

(\$595+gst = **\$669.38**) _____

One Day Special** _____

(\$350+gst = **\$393.75**) _____

For One Day Pass only _____

Specify Day 1 *or* Day 2 _____

* Earlybird Registration due by **29 May 2009**.

** Networking Drinks included with both Day passes.

Special rates only available to members of **BPANZ, NZSA, Booksellers NZ and CLL** mandated publishers.

Payment Method

Direct Credit

Account Name: Digital Strategies Limited

Account: 02-0192-0045472-00

Bank: BNZ

Branch: Newmarket

Please provide a reference that includes "**DPF**" and the first letters of your company name and/or attendee name.

Credit Card

Mastercard

Visa

Card Number: _____

Expiry Date: _____

Cardholder Name: _____

Signature: _____

Note: Transaction will appear as "Paymate" on your credit card statement.

Cheque

(cheques payable to **Digital Strategies**)

Send to Digital Publishing Forum

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Email: events@digitalpublishing.org.nz.