Welcome to the premiere of the Frankfurt Book Fair Business Club. You’ve come to just the right place if you’re looking to expand your network and gather inspiration and knowledge for the road ahead.

Our programme features over 70 events – including CONTEC Frankfurt, our conference focused on trends and technology, the International Rights Directors Meeting and the all-media StoryDrive platform. We’re proud to have gathered over 150 leading professionals from the publishing and media industries to speak at our events – including HarperCollins CEO Brian Murray, Springer CEO Christoph Keese and other pioneers from both the business and the academic worlds. Our experts will report on the latest trends and developments in the media industry. Speaking from experience, they’ll offer you exclusive insights into their most successful strategies – both on the stage and in one-on-one conversations.

Our Wake-up Calls are sure to be programme highlights. Each morning will start off with an inspiring presentation delivered by a visionary professional – it’s the best way to jump-start your day. For the early risers, we’ll offer a Business Breakfast every morning starting at 8.15 am, where you can exchange ideas with our experts and get to know other members of the Business Club over coffee and croissants.

If you’d rather save your networking for the afternoon, attend one of our daily speed dating sessions or evening get-togethers. If that’s not enough, our master classes and workshops also set the stage for you to engage with our speakers, as well as other Business Club members.

And if you need a break from the hustle and bustle of the Book Fair, the Business Club lounges are the ideal place to sit back and recharge your batteries. You can also work and host your meetings here. Our goal, once again, is to give you the opportunity to engage in dialogue and be part of the action. You can even post your contact information on our notice board or arrange your business meetings in our “MEET ME” area...

We want you to feel at home in the Business Club – and to give you plenty of reasons to come back again and again. If you have any questions or feedback, please don’t hesitate to contact us.

We look forward to seeing you!
Get inspired! With 150 speakers, 70 events and three high-end conferences, the Frankfurt Book Fair Business Club offers you access to a broad range of visionary insights, creative concepts and innovative ideas. The brightest minds from the industry will share their visions and provide hands-on advice – personal and unfiltered.

Get connected! Every day in the Business Club starts with a Business Breakfast and ends with a get-together. We’ll introduce you to your future business partners in a variety of networking and pitching formats. Everything in the Business Club is geared towards dialogue and professional exchange.

Get ahead! Have questions? Our experts have the answers. In workshops, master classes and one-on-one talks, they’ll provide you with hands-on recommendations and customised tips. Drawing on their own experience, they’ll work with you to draft a timeline for your success.

Get around! Would you like to learn even more about the world of publishing? In guided tours, our experts will provide you with information about the world’s most significant and promising book markets. You’ll meet key players from each market face to face and get a more personal perspective.

Feel at home! Workplace, meeting point, rest area, concierge service – the Business Club lounges are the ideal place to work and relax. Located in the heart of the fair, the Business Club offers you the perfect atmosphere to greet your business partners and to have fruitful conversations.
Speakers

CARLA AERTS: Digital Director Global Education - Cambridge University Press, UK
PORTER ANDERSON: Journalist and consultant - Porter Anderson Media, US
TRACEY ARMSTRONG: President and CEO - Copyright Clearance Center, US
LINDA ARONSON: Scriptwriter and consultant, UK
JASON ALLEN: Ashlock Partner - The Frontier Project, US
GIORDANO ATERINI: Editor - Rizzoli, Italy
GEORGINA ATWELL: Founder - Toppsta.com, UK
ALEXANDER BARD: Cyber philosopher, music producer and author, Sweden
CHRIS BAUERLE: Director of Sales and Marketing - Sourcebooks, US
THIERRY BAUJARD: Founder and CEO - peacefulfish, Germany
KEN BEARD: Game developer, designer and producer, US
GRAHAM BELL: Executive Director - EDItEUR, UK
ARUN BENTY: Co-founder - Papertrell, India
MICHAEL BHASKAR: Digital Publishing Director - Profile Books and Serpent’s Tail, UK
STEFANO BISES: Scriptwriter, Italy
MARIFÉ BOIX-GARCIA: Vice President Business Development Southern Europe & Latin America - Frankfurt Book Fair, Germany
SAM DELANEY: Journalist, broadcaster and author, UK
SETH DELLON: Director of Product Development - PubMatch, US
ADRIAN DIACONU: Managing Director - Rakuten Europe and Kobo Europe, Luxembourg
ROLF DOBELI: Entrepreneur and bestselling author, Switzerland
DR. MARKUS DÖMER: Head of Business Development - Carlsen Verlag, Germany
SVEN EHRMANN: Creative Director - Gestalten, Germany
MAURO FANGANIELLO: Managing Director Publishing Division - Saraiva, Brazil
GRANT FAULKNER: Executive Director and Author - NaNoWriMo, US
KEVIN FRANCO: Co-founder and CEO - Enthral, Canada
LEN FRENZEL: Editorial Director, Children’s and YA – mixtvision Verlag, Germany
ADRIANO GUARNIERI: Founder, TwoReads, Italy
MICHAEL HEALY: Executive Director - Copyright Clearance Center, US
CHRISTOPH KEESE: Executive Vice President - Axel Springer SE, Germany
JENAN AYLEEN ISSA: Project Manager and Business Development Manager - TigerCreate, Germany
HANNAH JOHNSON: Deputy Publisher – Publishing Perspectives, US
PHILIP JONES: Editorial Editor – The Bookseller, UK
ANDREA JOYCE: Rights Director – Canongate, UK
BILL KASDORF: Vice President – Apex Covantage, US
REIF LARSEN: Author, US
JONAS LENNERMO: CEO – Saraiva, Brazil
ODILE LIMPACH: Strategical Advisor – Ubisoft/Blue Bite, Germany
JENS LÖBBE: Senior Consultant and Account Manager – Kirchner + Robrecht management consultants, Germany
KRISTIJAN MADUNIĆ: Co-Founder – Consetto, Germany
NATHAN MAHARAJ: Director of Merchandising – Kobo, Canada

RON MARTINEZ: Founder and CEO – Aerbook, US

VIKTOR MAYER-SCHÖNBERGER: Professor of Internet Governance and Regulation – Oxford University, UK


ED MCCOY: Executive Director for Digital, Environmental and Accessibility Affairs – Association of American Publishers, US

DAN MCFARLAND: Founder and CEO – Page Foundry, US

KRISTEN MCLAREN: Founder and CEO – Bookigee, US

MILES MCNAMEE: Vice President, Licensing and Business Development – Copyright Clearance Center, US

KAT MEYER: Consultant, US

SAM MISSINGHAM: Head of Events – HarperCollins Publishers, US

RALPH MÖLLERS: Co-founder – Flipintu, Germany

ALEXANDER OELLING: Managing Director – Sensorberg GmbH, Germany

ANNA-KARINA OERTZEN: International Business Development Manager – Onilo Ltd. & TigerCreate, Germany

DR. MARCO OLAVARRIA: Managing partner – Kirchner + Robrecht management consultants, Germany

ROBY O’NEILL: Marketing Director for European Telecommunication Operations (ETO) – Samsung Electronics, UK

FIZ OSBORNE: Senior Editor Illustrated Publishing – Bloomsbury Children’s Books, UK

LYNETTE OWEN: Freelance contacts and rights consultant, UK

ENRIQUE PARRILLA: CEO – Pentian, Spain

CRISTÓBAL PERA: Publisher – Penguin Random House, Mexico

DR. HELMUT PESCH: Head of Programme, ePublishing – Bastei Lübbe, Germany

JOHN PETTIGREW: CEO and Founder – Cambridge Publishing Solutions, UK

PRASHASTI RASTOGI: Director – B&O New Delhi, India

DAVID ALAN RECH: President and CEO – Scribe Inc., US

NORMAN RITTER: Composer, Germany

ORNA ROSS: Author-publisher – The Alliance of Independent Authors, UK

TAMIR RONER: Chief Business Officer – Time to Know, Israel

VINCENTO RUSSO: Chief Digital Officer – Messaggerie Italiane SpA, Italy

ADAM SALOMONE: Associate Publisher – Harvard Press, US

TEUVO SANKILA: Publishing Director – Education Otava Publishing Company, Finland

CHRIS SAYNOR: Metadata Manager and Project Manager – GiantChair, France

RONALD SCHILD: CEO – Marketing- und Verlags-service des Buchhandels, Germany

SABINE SCHUBERT: Senior Consultant – Kirchner + Robrecht, Germany

JULIANE SCHULZE: Senior Partner – peacefulfish, Germany

HUGO SETZER: President – Manual Moderno, Mexico

KEN SURRITTE: Founder and CEO – WATERisLIFE, US

JOSE (YOSSI) VARDI: Entrepreneur and investor, Israel

MARCELLO VENA: Founder and Managing Partner – All Brain, Italy

TRINI VERGARA: President – V&R Editoras, Argentina

TAS VIGLATZIS: CFO – Financial Times, UK

MARIA VILLEGAS: Author and publisher – Villegas Editores, Colombia

LEN VLAHOS: Executive Director – Book Industry Study Group (BISG), US

DR. JULIA VON DEM KNESEBECK: Director – Bilandia, Germany

TOBIAS VOSS: Vice President International Markets – Frankfurt Book Fair, Germany

ZOE WALTON: Publisher, Children’s and YA books – Random House, Australia

ANDREW WEINSTEIN: Vice President Content Acquisition – Scribd, US

DOROTHEE WERNER: Head of Business Development – Börsenverein des Deutschen Buchhandels, Germany

HENRIK WIDMAN: CEO and producer – Matador Film AB, Sweden

ANDREW WILKINS: Director – Wilkins Farago, Australia

HOWARD WILLOWS: Senior Manager, Data Development – Nielsen BookData, UK

... AND MORE.
The location

Planning as of July 2014:
- Police
- Childcare
- First Aid
- Fire Brigade
Was heute noch undenkbar scheint, ist morgen schon Alltag!
Are you well equipped for the future? At CONTEC Frankfurt, global pioneers and trendsetters from the publishing industry gather to define their next course of action – before setting forth to reach new heights. Join the discussion and tap into breathtaking new insights, delivered by leading experts from Europe, Asia, the U.S. and Latin America. You’ll leave with a backpack full of inspiration.

7 OCTOBER 2014
IN THE FRANKFURT BOOK FAIR BUSINESS CLUB

WWW.BOOK-FAIR.COM/CONTEC
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SUBJECT TO CHANGE

**TUESDAY 07/10**

**09:00 AM**
- BUSINESS BREAKFAST
  - RIGHTS, TRANSLATION AND DISCOVERY IN THE DIGITAL AGE
  - Carlos Granados, Michael Healy, Anne Troeger, C.E. Van Laven
  - P. 18

**09:30 AM**
- 10:00 AM
  - BUSINESS BREAKFAST
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**10:15 AM**
- 10:25 AM
  - SUPPLY CHAIN TRACK
    - EPUB 3 NOW
    - Bill Kasdorf, Bill McCoy, Len Vlahos
    - P. 19

**10:45 AM**
- 11:30 AM
  - BUSINESS BREAKFAST
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    - Carlos Granados, Michael Healy, Anne Troeger, C.E. Van Laven
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- 1:30 PM
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    - P. 18

**1:30 PM**
- 2:00 PM
  - BUSINESS BREAKFAST
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    - P. 18

**2:00 PM**
- 2:40 PM
  - SUPPLY CHAIN TRACK
    - EPUB 3 NOW
    - Bill Kasdorf, Bill McCoy, Len Vlahos
    - P. 19

**2:40 PM**
- 3:20 PM
  - SUPPLY CHAIN TRACK
    - EPUB 3 NOW
    - Bill Kasdorf, Bill McCoy, Len Vlahos
    - P. 19

**3:20 PM**
- 4:10 PM
  - SUPPLY CHAIN TRACK
    - EPUB 3 NOW
    - Bill Kasdorf, Bill McCoy, Len Vlahos
    - P. 19

**4:10 PM**
- 5:00 PM
  - BUSINESS BREAKFAST
    - RIGHTS, TRANSLATION AND DISCOVERY IN THE DIGITAL AGE
    - Carlos Granados, Michael Healy, Anne Troeger, C.E. Van Laven
    - P. 18
Hall 4.0, Room Europa
Frankfurt Book Fair Business Club

WELCOME
10.00 - 10.15 AM

Founder and president, Le French Book, France
ANNE TRAGER,
Founder and publisher, Frisch & Co., Germany
EJ VAN LANEN,
Executive Director, Copyright Clearance Center, US
MICHAEL HEALY,
Co-founder and CTO, Babelcube, Spain
CARLOS GRANADOS,

Your day in the Business Club begins with a networking breakfast. How is digital changing the way we publish books in translation? What impact is it having on how authors, translators and publishers are compensated? E-book and print publishers of translations will discuss some of these changes and offer you tips for bringing your books to new markets.

SPEAKERS
CARLOS GRANADOS
Co-founder, Babelcube, Spain
MICHAIL HEALY
Executive Director, Copyright Clearance Center, US
E.J. VAN LANEN
Founder and publisher, Frisch & Co., Germany
ANNE TRAGER
Founder and president, Le French Book, France

10.15 - 10.40 AM
Wake-Up Call
STOP CALLING IT CONTENT!
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

In this inspiring interview, Kristjan Järvi, conductor and Music Director of the MDR Leipzig Radio Symphony Orchestra, will offer a refreshing and unashamedly honest vision of the future of the creative industries.

SPEAKER
KRISTJAN JÄRVI,
Conductor & Music Director, MDR Leipzig Radio Symphony Orchestra, Germany

10.45 - 11.25 AM
Panel
WHERE WOULD YOU PLACE YOUR BET?
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

Imagine that you were asked to invest in publishing — with no obligations or limitations whatsoever. Where and how would you invest your money? Would you focus on distribution and sales? Content and curating? Would you establish a tech company to automate production? Or something completely different? The Danish software and consulting provider Schilling posed these and other questions to 15 international publishers, some of whom will gather here to discuss the results.

SPEAKERS
GEORGINA ATWELL
Founder, Toppsta.com, UK
MICHAIL BHASKAR
Digital Publishing Director, Profile Books, UK
RICHARD CHARKIN
Executive Director, Bloomsbury, UK
JAKOB LARSEN
Head of Consulting, Schilling, Denmark

11.30 AM - 12.10 PM
Panel
TIME IS MONEY: UNDERSTANDING CONSUMER READING HABITS
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

This session will highlight new studies and data on pricing, completion rates and mobile reading experience.

SPEAKERS
MICHAIL CAIRNS
CEO, Publishing Technology, US
RATHAN MAHARAJ
Director of Merchandising, Kobo, Canada

11.30 AM - 12.10 PM
Panel
ROUNDTABLES: DIVERSIFY OR DIE: NEW E-COMMERCE SOLUTIONS FOR PUBLISHERS
Frankfurt Book Fair Business Club
Hall 4.2, Room Entente

This session will highlight new e-commerce solutions and tools for promoting your authors globally and selling your titles through third parties and direct to consumer — even beyond Amazon.

SPEAKERS
SIMON DUNLOP
Co-founder, Bookmate, Russia
LESLIE HULSE
DAN MCFARLAND
Founder and CEO, Page Foundry, US
KRISTEN MCLean
Founder and CEO, Bookigee, US
ALEXANDER GELLING
Managing Director, Sensorberg, Germany
ANDREW WEINSTEIN
Vice President Content Acquisition, Scribd, US

11.30 AM - 12.10 PM
Panel
EPUB 3 NOW
Frankfurt Book Fair Business Club
Hall 4.0, Room Entente

The IDPF’s EPUB 3 standard was released exactly three years ago — but a complex new standard can require a lengthy implementation phase with a tricky supply and demand balance between reader software and devices on one hand and content on the other. This session takes a timely look at EPUB 3, its progress into the real world and how publishers can judge ‘the right moment’.

SPEAKERS
BILL KASDORF
Vice President, Apex Covantage, US
BILL MCCOY
Vice President Content Acquisition, Scribd, US
LEN VLAHOS
Executive Director, BISG, US

TUESDAY, 07 OCTOBER 2014

10.45 - 11.25 AM
Wake-Up Call
STOP CALLING IT CONTENT!
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

It seems obvious but sometimes the continued emphasis on skeuomorphism and the multitude of e-reading devices available leave readers frustrated by design flaws and publishers trying to fit a square peg into a round hole. This session will help you find solutions to your design questions and to create beautiful stories that do more than mimic printed books.

SPEAKERS
CHARLES CATTON
Publishing Manager, Amber Books, UK
DEAN JOHNSON
Senior Vice President of Creative Innovation, Brandwidth Group, UK

11.30 AM - 12.10 PM
Panel
Roundtables
DIVERSIFY OR DIE: NEW E-COMMERCE SOLUTIONS FOR PUBLISHERS
Frankfurt Book Fair Business Club
Hall 4.2, Room Entente

This session will highlight new e-commerce solutions and tools for promoting your authors globally and selling your titles through third parties and direct to consumer — even beyond Amazon.

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Vice President, Apex Covantage, US
BILL MCCOY
Vice President Content Acquisition, Scribd, US
LEN VLAHOS
Executive Director, BISG, US
**12.15 - 12.30 PM**
**Pecha Kucha**
**REBELS OF PUBLISHING**
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

In Pecha Kucha-style presentations, two rebels of publishing will explain how they successfully broke new ground in the publishing industry. They’ve diverged from traditional paths and gone to extremes to solve the problems facing our industry today.

**SPEAKERS**
JOSEPH BREGEIRO, CTO and co-founder, Widbook, Brazil
JOHN PETTIGREW, CEO and founder, Cambridge Publishing Solutions, UK

**12.30 - 1.30 PM**
**Networking Break**
**MEET & GREET**
Frankfurt Book Fair Business Club
Hall 4.0, Lounge areas

**1.30 – 2.00 PM**
**Keynote**
**BIG DATA’S CRYSTAL BALL: INDUSTRY PREDICTIONS FROM A DATA GURU**
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

Professor Viktor Mayer - Schönberger will offer a data-based forecast for the publishing industry.

**SPEAKER**
VIKTOR MAYER-SCHÖNBERGER, Professor of Internet Governance and Regulation, Oxford Internet Institute, UK

**2.00 - 2.35 PM**
**Panel**
**GETTING BEYOND THE BOOK: CREATING A NEW DIGITAL READING EXPERIENCE WITH INNOVATIVE MOBILE TECHNOLOGY**
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

**SPEAKERS**
PORTER ANDERSON, Journalist, Porter Anderson Media, US
MICHAEL NORRIS, Research and communications consultant, US
RORY O’NEILL, Marketing Director for European Telecommunication Operations (ETO), Samsung Electronics, UK

**2.00 - 2.40 PM**
**Consulting**
**INNOVATION GROUP THERAPY**
Frankfurt Book Fair Business Club
Hall 4.C, Room Alliance

A group of professionals will meet to confidentially discuss problems they are facing or new models that haven’t worked — or were perhaps ahead of their time. Meeting will be held according to Chatham House Rules — no quoting, no naming of names.

**SPEAKER**
RICHARD NASH, Strategist and serial entrepreneur in digital media

**2.40 - 3.20 PM**
**Panel**
**RECYCLE, REMIX & RESELL: HOW TO MAKE MORE OF YOUR BACKLIST**
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

How can publishers efficiently and affordably monetise their backlist content? What new opportunities and business models exist for publishers, agents and authors to license, remix and resell content? And how does direct to consumer publishing fit into the mix? In this session, you’ll learn how to optimise the content you already have and introduce it to a new generation of readers.

**SPEAKERS**
MICHAEL HEALY, Executive Director, Copyright Clearance Center, US
JONAS LENNERMO, CCO, Publit, UK
RACHEL LOVE, VP International Publishing and Business Development, National Geographic, US
RALPH MÖLLERS, Co-founder, Flipintu, Germany

**2.40 - 3.20 PM**
**Debate Club**
**SHOW ME THE MONEY**
Frankfurt Book Fair Business Club
Hall 4.C, Room Alliance

Three speakers, three opinions. Business angels vs. state funding vs. crowdfunding – three experts will debate the merits of various private and public funding models. Which hold the most promise in terms of promoting innovation? The audience will weigh in live or via social media.

**SPEAKERS**
JAVIER HERNÁNDEZ-ROS, Unity Director in DG Connect / Creativity Unit, European Commission, Luxembourg
ENRIQUE PARRILLA, CEO, Pentian, Spain
JULIANE SCHULZE, Senior Partner, peacefulfish

**2.40 - 3.20 PM**
**EDItEUR Supply Chain Track**
**STANDARDS: CONSERVATISM OR A RALLYING POINT FOR FUTURE ADVANCES?**
Frankfurt Book Fair Business Club
Hall 4.C, Room Entente

This session will present brief updates on work from a range of standards development efforts, showing how each acts to encourage real change in the book trade rather than simply codifying yesterday’s practices.

**SPEAKERS**
GRAHAM BELL, Executive Director, EDItEUR, UK
ED MCCOYD, Executive Director for Digital Environmental and Accessibility Affairs, Association of American Publishers, US
CHRIS SAYNOR, Metadata Manager and Project Manager - GiantChair, France
HOWARD WILLOWS, Senior Manager Data Development, Nielsen BookData, UK

**3.25 - 4.05 PM**
**Case Studies**
**WHY INNOVATION ISN’T (NECESSARILY) SYNONYMOUS WITH DIGITAL**
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

Not all of the innovation happening in the publishing industry is exclusively digital in nature. In this session, you’ll hear about a library that is smashing attendance records in the Netherlands and a book project that could very well save lives in parts of the world lacking access to clean drinking water. A reminder to think outside the pixel.

**SPEAKERS**
MARGA KLEINENBERG, Librarian and Team Manager, De Nieuwe Bibliotheek, Netherlands
KEN SURRITTE, Founder and CEO, WATERisLIFE, US
Aliens are eerie creatures from another world – but only until you get to know them better. The aliens of the media industry are revolutionary narrative concepts, new – but as yet unproven – business models or players who are charting a completely new course. An elevator pitch that will turn aliens into potential business partners.

SPEAKERS
ARUN BENTY, Co-founder, Papertrell, India
TEA HEROVIC, Business Development Manager - Verlag Friedrich Oetinger, Germany
ADRIANO GUARNIERI, Founder, TwoReads, Italy
KRISTIJAN MADUNIC, Co-Founder, Consetto, Germany

In Pecha Kucha-style presentations, three rebels of publishing will explain how they successfully broke new ground in the publishing industry. They’ve diverged from traditional paths and gone to extremes to solve the problems facing our industry today.

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CHRISTIAN DAMKE, CEO, GRIN Solutions, Germany
JENAN AYLEEN ISSA, Project Manager and Business Development Manager, TigerCreate, Germany
ANNA-KARINA OERTZEN, International Business Development Manager, Onilo Ltd. & TigerCreate, Germany

Launched in Japan, Rakuten has emerged as one of the world’s fastest growing and successful e-commerce platforms. This session will highlight ways to empower the individuals who keep us in business - our customers.

SPEAKER
ADRIAN DIACONU, Managing Director - Rakuten Europe and Kobo Europe, Luxembourg

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Secure Republication Rights, Right Now.
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- License the world’s most sought-after content in one place
- Decrease your time to market for publishing, educational and promotional programs
- Avoid high costs of one-off negotiations

Access CCC’s New Republication Solution Today
www.copyright.com

To learn more, visit us at the Frankfurt Book Fair
Hall 4.2, Stand E23  ·  www.copyright.com/frankfurt
Global Versus Local: The Future of Rights in a Globalised Content World / Spanish Language Markets

The 2014 International Rights Directors Meeting (RDM) will explore the future of the rights trade in a world of globalised content and highlight one of the industry’s most interesting rights territories – Spanish-speaking Latin America.

Recognised experts will shine a spotlight on the rapidly changing markets in Spanish-speaking countries in Central and South America. Speakers from Mexico, Argentina, Colombia and Spain will offer in-depth analysis and updates on their markets, both print and digital, along with guidance on how to successfully buy and sell rights in this part of the world. They will represent a cross-section of the industry – from general and trade publishing to STM.

The meeting will also forecast how the rights business might change in light of the increasing amount of digital content available on a global scale through a variety of sales platforms.

FRANKFURT BOOK FAIR BUSINESS CLUB
HALL 4.2 / ROOM DIMENSION 2.00 PM TO 5.00 PM

2.00 – 2.10 PM
WELCOME AND INTRODUCTION

SPEAKER:
BARBEL BECKER,
Director International Projects, Frankfurt Book Fair, Germany

2.10 – 2.35 PM
KEYNOTE
THE FUTURE OF RIGHTS IN A GLOBALISED CONTENT WORLD
Richard Charkin’s vision of the future of the international rights business. Followed by Q&A.

SPEAKER:
RICHARD CHARKIN,
Executive Director, Bloomsbury Publishing, UK

2.35 – 2.40 PM
INTRODUCTION SPANISH LANGUAGE MARKETS
Introduction by chair into sessions on Spanish language markets.

SPEAKER:
BEATRIZ COLL,
RDC Agencia Literaria, Spain

2.40 – 2.50 PM
THE PROMISE OF SPANISH PUBLISHING IN MEXICO AND US
A session on the Mexican trade market and a look into the US Spanish language market.

SPEAKER:
CRISTOBAL PERA,
Publisher, Penguin Random House, Mexico

2.50 – 3.10 PM
OFTEN DIFFICULT, NEVER IMPOSSIBLE: THE COLOMBIAN BOOK MARKET
Maria Villegas, Colombian children’s book publisher and author, delves into the challenges and opportunities of the Colombian book market. Followed by Q&A.

SPEAKER:
MARIA VILLEGAS,
Author and publisher, Villegas Editores, Colombia

3.10 – 3.15 PM
COPYRIGHT DEVELOPMENTS IN LATIN AMERICA
Our partners and sponsors Copyright Clearance Center and European Union Prize for Literature introduce themselves to the audience.

SPEAKERS:
TRACEY ARMSTRONG,
President and CEO, Copyright Clearance Center, US
MICHEL MAGNIER
Director for Culture and Creativity, European Commission, Belgium

3.15 – 3.20 PM
INTRODUCING EUROPEAN UNION PRIZE FOR LITERATURE IN THE CONTEXT OF THE CREATIVE EUROPE PROGRAMME
A general statistical insight into the Mexican book market and data on the STM market.

SPEAKER:
TRINI VERGARA,
President, V&R Editoras, Argentina

3.20 – 3.45 PM
COFFEE BREAK

3.45 – 3.55 PM
MEMO: THE MEXICAN MOMENT (FOR PUBLISHERS)
A general statistical insight into the Mexican book market and data on the STM market.

SPEAKER:
HUGO SETZER,
President, Manual Moderno, Mexico

3.55 – 4.05 PM
THE ARGENTINEAN TRADE BOOK MARKET
DON’T CRY FOR IT, DON’T MISS IT
A survey of the Argentinian book market with a special focus on trade.

SPEAKERS:
ÓSCAR CASTILLO ROJAS,
CEO, Uruk Editores, Costa Rica
SALVADORA NAVAS,
Executive Director, Anamá Ediciones, Nicaragua
BEATRIZ COLL,
Literary Agent, RDC Agencia Literaria, Spain

4.05 – 4.20 PM
EXPLORING LATIN AMERICA FURTHER: TWO VOICES FROM CENTRAL AMERICA
In a panel with two publishers from Central America, we’ll learn some facts on the publishing markets of this geographical area.

SPEAKERS:
ÓSCAR CASTILLO ROJAS,
CEO, Uruk Editores, Costa Rica
SALVADOR NAVAS,
Executive Director, Anamá Editiones, Nicaragua
BEATRIZ COLL,
Literary Agent, RDC Agencia Literaria, Spain

4.20 – 4.30 PM
THE SELLERS’ POINT OF VIEW – SUCCESSFUL SALES STRATEGIES TO LATIN AMERICAN MARKETS

SPEAKERS:
MARTINA NOMMEL,
Owner, Martina Nommel Literary Agency, Germany and Spain
ANDREA JOYCE,
Rights Director, Canongate, UK
BEATRIZ COLL,
Literary Agent, RDC Agencia Literaria, Spain

4.30 – 4.55 PM
Q&A AND FINAL REMARKS

4.55 – 5.00 PM
HANDOVER OF PRIZE TO WINNERS: BOOKSELLERS RIGHTS PERSONS OF THE YEAR 2014

SPEAKERS:
ANDREA JOYCE,
Rights Director, Canongate, UK
ZOSIA KNOPP,
Rights Director, Penguin Random House Children’s, UK
HOT SPOTS
WHERE CONTENT MEETS TECHNOLOGY

THE DIGITAL ZONES
AT THE FRANKFURT BOOK FAIR
8-12 OCTOBER 2014

COME & SEE US!

### Business Club Programme

**WEDNESDAY, 08 OCTOBER 2014**

#### Business Breakfast
**INNOVATIVE CONTENT STRATEGIES**
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

All over the world, innovative publishing companies and their related service providers are driving the development of new formats for presenting content – both print and digital.

Your day in the Business Club begins with a networking breakfast. In addition to coffee and croissants, we’ll offer you exclusive insights into innovative content strategies, presented by key players specialising in innovative trade and children’s products. It’s the perfect way to start your day.

**SPEAKERS:**
- **ERIC HUANG,** Development Director, Made in Me, UK
- **DR. HELMUT PESCH,** Editorial Director E-Publishing, Bastei Lübbe Publishing, Germany
- **SABINE SCHUBERT,** Senior Consultant, Kirchner + Robrecht, Germany

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#### Further Programme

**Time** | **4.0 Europa** | **4.0 Lounge 1** | **4.0 Lounge 2** | **4.C Entente** | **4.2 Dimension**
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8.00 am | 8.15 - 9.15 AM BUSINESS BREAKFAST INNOVATIVE CONTENT STRATEGIES |  |  |  | 8.00 am
8.30 am | 8.15 - 9.15 AM BUSINESS BREAKFAST INNOVATIVE CONTENT STRATEGIES |  |  |  | 8.30 am
9.00 am | 9.15 - 10.00 AM WAKE-UP CALL … WITH ROLF DOBELLI |  |  | 9.00 am
9.30 am | 9.30 - 10.00 AM WAKE-UP CALL … WITH ROLF DOBELLI |  |  | 9.30 am
10.00 am | 10.00 - 11.00 AM MASTER CLASS POSSIBLY THE BEST BOOK MARKETING CAMPAIGN EVER |  |  | 10.00 am
10.30 am | 10.00 - 11.00 AM CONTEC WORKSHOP DIGITAL MARKETING ANALYTICS FOR PUBLISHERS |  |  | 10.30 am
11.00 am | 11.00 - 12.30 AM ASK THE EXPERT ONE-ON-ONE CONSULTING |  |  | 11.00 am
11.30 am | 11.00 - 12.30 AM ASK THE EXPERT ONE-ON-ONE CONSULTING |  |  | 11.30 am
12.00 pm | 12.00 - 12.30 PM MEET & GREET NETWORKING BREAK |  |  | 12.00 pm
12.30 pm | 12.00 - 12.30 PM MEET & GREET NETWORKING BREAK |  |  | 12.30 pm
1.00 pm | 1.00 - 1.30 PM HUG THE ALIEN A MICROCOSM OF INCREDIBLE IDEAS |  |  | 1.00 pm
1.30 pm | 1.00 - 1.30 PM HUG THE ALIEN A MICROCOSM OF INCREDIBLE IDEAS |  |  | 1.30 pm
2.00 pm | 2.00 - 3.00 PM CEO TALK … WITH BRIAN MURRAY | 3.00 - 3.30 PM ON THE FUTURE OF READING A DISCUSSION BETWEEN PAULO COELHO AND JUERGEN BOOS |  | 2.00 pm
2.30 pm | 2.00 - 3.00 PM CEO TALK … WITH BRIAN MURRAY | 3.00 - 3.30 PM ON THE FUTURE OF READING A DISCUSSION BETWEEN PAULO COELHO AND JUERGEN BOOS |  | 2.30 pm
3.00 pm | 3.00 - 3.30 PM ON THE FUTURE OF READING A DISCUSSION BETWEEN PAULO COELHO AND JUERGEN BOOS |  |  | 3.00 pm
3.30 pm | 3.30 - 5.00 PM UNCOVERED NEW BUSINESS MODELS – EACH COW OR THE ROAD TO BANKRUPTCY? |  |  | 3.30 pm
4.00 pm | 3.30 - 5.00 PM UNCOVERED NEW BUSINESS MODELS – EACH COW OR THE ROAD TO BANKRUPTCY? |  |  | 4.00 pm
4.30 pm | 3.30 - 5.00 PM UNCOVERED NEW BUSINESS MODELS – EACH COW OR THE ROAD TO BANKRUPTCY? |  |  | 4.30 pm
5.00 pm | 3.30 - 5.00 PM UNCOVERED NEW BUSINESS MODELS – EACH COW OR THE ROAD TO BANKRUPTCY? |  |  | 5.00 pm
5.30 pm | 3.30 - 5.00 PM UNCOVERED NEW BUSINESS MODELS – EACH COW OR THE ROAD TO BANKRUPTCY? |  |  | 5.30 pm

### Business Club

**Programme**

**WEDNESDAY, 08 OCTOBER 2014**

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### CONTENT
- **CONTEC**
- **STORYDRIVE**
- **RDM**
- **FURTHER PROGRAMME**

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### Further Programme

- **NETWORKING**
- **INSPIRATION**
- **CONSULTING**

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### Subject to Change

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### Subject to Change
In this timely workshop, publishers both large and small will benefit from learning how to bring the best data to bear on your projects, and apply strategic approaches that can help you improve your online traffic and conversions.

We’ll discuss how to identify:

- Who is coming to your site, and what are those people doing once they get there?
- What channels are driving buying customers?
- Who is converting?
- What conversions are deepening relationships?
- What conversions are driving revenue?
- Who is buying multiple times?
- What are your churn rates?

**SPEAKERS:**
- OWEN TYZACK, Enterprise Sales Professional – SimilarWeb, UK
- KAT MEYER, Consultant, US

**10.00 – 11.30 AM**

**Master Class**

**POSSIBLY THE BEST BOOK MARKETING CAMPAIGN EVER**

Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

They are true masters of their trade – but they’re willing to offer you a rare sneak peek at their cards. In our Master Classes, outstanding experts will share their experiences and answer questions from attendees.

In this tightly focused session, Frankfurt Book Fair Business Club Master Class host, Porter Anderson – Associate Editor for The Bookseller’s The FutureBook, explores a potentially seminal marketing effort in publishing that holds both, insights into a digital world’s best practices and inspiration for new initiatives. The savvy and courage it takes to leverage a project’s specific genius to reach its widest, most general possible audience is, finally, as we’ll learn, where the success lies.

**HOST:**
- PORTER ANDERSON, Journalist and consultant, USA

**SPEAKERS:**
- JASON ALLEN ASHLOCK, Partner, The Frontier Project, USA
- BEN WILLIS, Senior Publicity & Digital Campaigns Manager, Headline (Hachette UK), UK
It’s not all about disruption. You’ll hear from friendly “aliens” who are eager to help you embrace the possibilities of the World Wide Web, lead with mobile-first, build new audiences, create stronger reading experiences through new technologies, and tap into the power of e-commerce.

**SPEAKERS:**
- MITCHELL DAVIS, Founder and Chief Business Officer, Bibliolabs, US
- KEVIN FRANCO, Co-founder and CEO, Enthril, Canada
- PIERRE GESLOT, Co-founder, MO3T, France
- PETER HUDSON, Founder and CEO, BiltLit, Canada
- RON MARTINEZ, Founder and CEO, Aerbok, US

**2.00 – 3.30 PM**
**CEO Talk...**
**WITH BRIAN MURRAY**
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

Brian Murray, President and Chief Executive Officer of HarperCollins Publishers will be the sole speaker at the Wednesday edition of this year’s Frankfurt CEO talk. The discussion will focus on the current transformation of the global book business.

Murray will be interviewed for 60 minutes by the editors of Livres Hebdo, The Bookseller, Bookreport, PublishNews Brazil and Publishers Weekly in the context of this year’s Global Ranking of the Publishing Industry. The event will be moderated by Rüdiger Wischenbart. Since being appointed CEO in 2008, Murray has led the transformation of HarperCollins from a traditional print publishing company to a dynamic print and digital publishing company generating $200 Million in digital revenues. Most recently, Brian Murray led the purchase of Harlequin, the internationally leading publisher of romance fiction, the latest in a series of acquisitions under his stewardship. HarperCollins being a subsidiary of News Corporation, its book publishing activities are immersed in a broader context of a leading global group that includes diversified media, news, education, and information services. Followed by a Q&A.

**2.00 – 6.00 PM**
**EU Stakeholder Workshop**
**WHAT DO PUBLISHERS NEED IN ORDER TO INNOVATE?**
Frankfurt Book Fair Business Club
Hall 4.C, Room Entente

How can the EU support research and innovation? European innovators tell their tale.

A range of new EU funding programmes (e.g. Horizon2020, Creative Europe) have been introduced, targeting the creative industries. This workshop will connect stakeholders from publishing, technology and the adjacent creative industries at the European level. It will involve a discussion of what the publishing industry needs in terms of access to research and finance.

The number of participants is limited. Admission of Business Club members on a first-come first-serve basis. The workshop will be followed by a guided tour.

**3.00 – 4.00 PM**
**Speed Dating**
**DON’T BE A STRANGER TO YOUR NEIGHBOUR!**
Frankfurt Book Fair Business Club
Hall A.2, Room Dimension

This exclusive speed dating event will connect you with your fellow Business Club members and provide just the right setting for lively and fruitful discussions.

Our moderator Andrew Wilkins will help create a relaxed atmosphere conducive to meeting new people and building new business relationships. Dive into engaging conversations with groups of publishing professionals from all over the world. Move from table to table, from contact to contact, present your projects, convey your insights on the most important issues facing our industry, expand your network and find the right business partners to meet your needs. Come by and meet your business match at the Business Club speed-dating event!

**HOST:**
- ANDREW WILKINS,
  Director, Wilkins Farago, Australia

**3.30 – 5.00 PM**
**Uncensored**
**NEW BUSINESS MODELS – CASH COW OR THE ROAD TO BANKRUPTCY?**
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

Do the most celebrated new business models really deliver what they promise? We’ll take stock of the situation. When “traditional publishing” doesn’t seem to be working on its own anymore, sometimes new business models are needed to maintain or even increase sales. But do these models deliver what they promise? We’ll take stock of the situation. Selected representatives from the publishing and media industries will speak from their own experience. They’ll answer questions like: How are new business models developed? How can I test them out? How do I implement them? What is the point of no return? What conditions do I need to make them work – and, in some cases, how should I restructure my business? Our experts will provide exclusive insights into their tops and flops, reveal the secrets to their success and analyse the reasons why some models fail. Uncensored and unfiltered!

**HOST:**
- SABINE SCHUBERT,
  Senior Consultant, Kircher+Robrecht, Germany

**SPEAKERS:**
- JENS KLEINELHÖFER,
  Managing Director and co-founder, Bookwire, Germany
- RICHARD NASH,
  Strategist and serial entrepreneur in digital media, US
- TAS VIGLATZIS,
  Senior Vice President, Strategy Pearson Professional Financial Times Group, UK
3.30 - 5.30 PM
Expert Tour
DISCOVER THE SPANISH-SPEAKING WORLD – ONE LANGUAGE, MANY MARKETS
Frankfurt Book Fair Business Club
Hall 4.0, Lounge 1

We’ll bring the conversation to you and lead you directly to the most exciting trends and innovative projects at the Frankfurt Book Fair. The expert tour will start in the Business Club and is limited to 25 participants.

The Spanish language markets are extremely buoyant due to two basically two reasons: 1. rising living standards in Latin America and 2. public policies to promote books and reading.

This is what the Spanish language markets one of the industry’s most interesting territories when it comes to rights and licenses. More than 300 exhibitors from these markets will be at the Frankfurt Book Fair 2014.

This Business Club guided tour will offer you the ideal opportunity to get in touch and learn more about them.

GUIDE:
MARIFÉ BOIX GARCIA,
Vice President Business Development Southern Europe & Latin America, Frankfurt Book Fair, Germany

4.30 - 5.15 PM
On the Future of Reading
A DISCUSSION BETWEEN PAULO COELHO AND JUERGEN BOOS
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

“(Paulo Coelho’s) special talent seems to be his ability to speak to everyone at once”. That’s what The New Yorker magazine wrote about one of the most successful authors of our time.

And indeed all we can do is look on with wonder and respect for the seemingly effortless manner in which Paulo Coelho manages to draw in millions of fans throughout the world – whether it’s through his books or his accessibility on social media. But above all, he is a superb inventor of ideas and content with an extremely keen sense of what makes a big story. We’ll take a look into the crystal ball and come up with some entertaining and hopefully inspiring scenarios. How will The Alchemist be received in 100 years? What will authors have to do in the future to get their content into the hands of readers and keep it there? How will cultural technology change, and what aspects will remain the same? We’ll also attempt to answer the question that’s on everyone’s mind: what will be the formula for success in the publishing world of tomorrow?

On pre-registration only.

SPEAKERS:
JUERGEN BOOS,
President / CEO, Frankfurt Book Fair, Germany
PAULO COELHO,
Author, Brazil

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### Business Club Programme

**THURSDAY, 09 OCTOBER 2014**

**8.15 – 9.15 AM**  
**Business Breakfast**  
**THE BEST WAY TO REACH YOUNG READERS**  
**FRANKFURT BOOK FAIR BUSINESS CLUB**  
**HALL 4.2, ROOM DIMENSION**

Young readers are the future of the publishing and media industry. This Business Breakfast will explore some of the best ways to reach them and explain what they’re looking for in terms of content.

Your day in the Business Club begins with a networking breakfast. In addition to coffee and croissants, we’ll offer you exclusive insights into the world of innovative children’s and young adult books and media, and explore some of the best ways to reach young readers. Meet participants of this year’s Frankfurt Book Fair Fellowship programme – all of them professionals in the children’s and YA sector. It’s the perfect way to start your day.

**SPEAKERS**

GIORDANO ATERINI,  
Editor, Rizzoli, Italy  
LENA FRENZEL,  
Editorial Director, mixtvision Verlag, Germany  
FIZ OSBORNE,  
Senior Editor Illustrated Publishing, Bloomsbury Children’s Books, UK  
ZOE WALTON,  
Publisher, Children’s and YA books, Random House Australia, Australia

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**9.30 – 11.00 AM**  
**CONTEC Workshop**  
**DIGITAL PUBLISHING STANDARDS UPDATE**  
**FRANKFURT BOOK FAIR BUSINESS CLUB**  
**HALL 4.2, ROOM DIMENSION**

The workshop agenda will survey content formats (EPUB3/EDUPUB/HTML5), accessibility, metadata and classification (ONIX3/Theema), and distribution technologies (OPDS). Learn how leading publishers and other industry players are using these key enabling standards to advance their digital businesses and maximize distribution options and reach.

Co-presented by CONTEC/Frankfurt Book Fair, MVB GmbH (Marketing und Verlagservice des Buchhandels) and the IDPF (International Digital Publishing Forum), the workshop will be facilitated by Ronald Schild (CEO MVB) and Bill McCoy (Executive Director, IDPF).

**SPEAKERS**

GIORDANO ATERINI,  
Editor, Rizzoli, Italy  
LENA FRENZEL,  
Editorial Director, mixtvision Verlag, Germany  
FIZ OSBORNE,  
Senior Editor Illustrated Publishing, Bloomsbury Children’s Books, UK  
ZOE WALTON,  
Publisher, Children’s and YA books, Random House Australia, Australia

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He made it big in the early days of the internet. He has invested in more than 80 companies; international media corporations trust his judgment. He is a model entrepreneur, a patron of the Israeli start-up scene, an internet icon, Israel’s worst dressed man and proud of it: Yossi Vardi is a phenomenon.

In this interview, he’ll discuss his business strategies and the secret to his success. He’ll talk about courage and what it means to have an innovative and entrepreneurial spirit. He’ll also point out which of these qualities are intrinsic to the media industry – and which are lacking.

**SPEAKER**

YOSSI YARDI,  
Entrepreneur and investor, Israel

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**9.00 – 9.30 AM**  
**Wake-Up Call**  
**… WITH YOSSI YARDI**  
**THE SECRET TO SUCCESS**  
**FRANKFURT BOOK FAIR BUSINESS CLUB**  
**HALL 4.0, ROOM EUROPE**

**SUBJECT TO CHANGE**

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**8.15 – 9.15 AM**  
**Business Breakfast**  
**THE BEST WAY TO REACH YOUNG READERS**  
**FRANKFURT BOOK FAIR BUSINESS CLUB**  
**HALL 4.2, ROOM DIMENSION**

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**8.30 AM**  
**Wake-Up Call**  
**… WITH YOSSI YARDI**

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**9.30 AM**  
**Master Class**  
**POSSIBLY THE BEST DIGITAL SUBSCRIPTION EVER**

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**10.00 AM**  
**Q&A Wake-Up Call**  
**… WITH YOSSI YARDI**
As consumer calls for “a Netflix for books” generate hot-topic headlines on both sides of the Atlantic, this Frankfurt Book Fair Business Club Master Class welcomes the groundbreaking new study “Digital Books and the New Subscription Economy” from Business Industry Study Group (BISG). And from the Netherlands’ and Germany’s Wolters Kluwers, we learn of subscription-related success tactics in publishing content, software, portal technology and services.

HOST
PORTER ANDERSON,
Journalist and consultant specializing in book publishing and its digital disruption, US

SPEAKERS
ULRICH HERMANN,
Chairman of the Board, Wolters Kluwer, Germany
PHILIP JONES,
Editorial Editor, The Bookseller, UK
LEN VLAHO,
Executive Director, Book Industry Study Group, USA

11.00 AM – 1.00 PM
INTERNATIONAL BOOK LAUNCH
DAVID NICHOLLS
Frankfurt Book Fair Business Club
Hall 4.0, Room Europe

Publishers Kein & Aber and Hodder & Stoughton are together with the Frankfurt Book Fair have the pleasure to invite you to the book launch of David Nicholls’ brilliant new novel DREI AUF REISEN (original title: US). Following his multi-million bestselling novel ZWEI in love, David Nicholls now tells the story of what happens next. DREI AUF REISEN is longlisted for the Man Book Prize for Fiction 2014.

MODERATOR:
RÜDIGER WISCHENBART,
Journalist and consultant, Austria

1.30 – 3.00 PM
Expert Tour
SPOTLIGHT ON THE FUTURE FRANKFURT BOOK FAIR GUEST COUNTRIES
Frankfurt Book Fair Business Club
Hall 4.0, Lounge 1

We’ll bring the conversation to you and lead you directly to the most exciting trends and innovative projects at the Frankfurt Book Fair. This expert tour will start in the Business Club and is limited to 25 participants.

The Guest of Honour programme of the Frankfurt Book Fair helps to network more effectively on an international scale, to make the Guest of Honour’s literature better known around the world, and to increase the number of translations emerging from the country.
To this end, the Guest of Honour usually sets up a translation support program which helps to boost the trade in rights and licenses, and which helps publishers to develop their international contacts.

This Business Club guided Tour will bring you in contact with exhibitors and national associations from the future guest countries of the Frankfurt Book Fair and provide you with detailed information about the respective translation support programmes.

The next Guest of Honours will be:

/ Indonesia, 2015
/ Netherlands and Flanders, 2016
/ Georgia, 2018

GUIDE: TOBIAS VOSS,
Vice President International Markets, Frankfurt Book Fair, Germany

1.30 – 3.30 PM
Ask the Expert
ONE-ON-ONE CONSULTING
Frankfurt Book Fair Business Club
Hall 4.0, Lounge 2

Have questions? Our experts have the answers. Whether it’s about management, rights and licensing or concrete projects: in personal one-on-one conversations, our specialists will offer you objective and confidential advice on specific topics. Please arrange your personal appointment at the central Business Club information desk (hall 4.6).

EXPERT TABLE 1:
RIGHTS & LICENSING: OPPORTUNITY AMIDST DIGITAL DISRUPTION
Digital technology continues to transform every part of the publishing industry, not the least its traditional value chain. As traditional sales channels contract, publishers are learning to think “beyond the book” and are actively preparing to distribute their content in more flexible and fragmented ways. They are doing so while also focusing on providing a seamless customer experience and supporting the principles of copyright, all while growing their business amidst disruption. Meet Miles McNamee, Vice President for Licensing and Business Development from Copyright Clearance Center, to learn about new services available in areas such as republication and text and data mining, and to hear about some of today’s success stories. Each counseling session is 10 minutes.

CONSULTANT:
MILES MCNAMEE,
Vice President, Licensing and Business Development, Copyright Clearance Center, US

EXPERT TABLE 2:
CONTENT MARKETING STRATEGIES FOR PUBLISHERS: WHAT IS IT AND HOW CAN THEY HELP TO INCREASE YOUR REVENUES?
Despite the rapid developments brought on by digital transformation, we’re still at the very beginning of a content revolution. So far, very few companies have taken full advantage of the potential offered by a well-considered content and social media communication strategy. It won’t be an easy task for content providers to stand their ground. Those who want to continue to be noticed will have to set aside substantial resources. Some companies will shy away from this level of investment. At best, they’ll still have the chance to make an impression by taking a more creative approach.

In a conversation with expert Klaus Eck of the Eck Consulting Group, you can explore some of the following questions in light of the specific needs of your company:
/ How can you plan and implement a content strategy?
/ How can you bring all your company’s content into play when developing a content marketing strategy?
/ How can you boost the success and efficiency of your marketing activities by implementing a content marketing strategy?
/ How can you promote your content (paid media)?
/ How does content curation really work?
/ How can you measure the success of your content marketing strategy and save money in the process?
> The consulting by Klaus Eck will be in German.

CONSULTANT:
KLAUS ECK,
Managing Director and Founder, Eck Consulting Group, Germany

EXPERT TABLE 3:
CREATING GROWTH: INNOVATIVE FINANCING SOLUTIONS FOR THE CREATIVE INDUSTRIES
Access to finance is essential for business growth. But: Determining financial requirements and finding adequate funding are the aspects that constitute the most significant challenges for the creative industries.

Creative businesses vary in size, scale, business model and output. The sector has a disproportionately high number of SMEs and micro-businesses. Many creative businesses are also IP-based, so have an abundance of intangible assets, which some banks may have less experience and confidence in lending against. The combination of these characteristics results in a structural financing challenge for the sector.

Our expert Thierry Baujard, founder and CEO of peacefulfish, will be available for personal consulting. He will answer your questions around financing and suitable strategies for your projects, analyse your specific needs and give advice on how to successfully develop and grow into sustainable businesses. Each counseling session is 10 minutes.

CONSULTANT:
THIERRY BAUJARD,
CEO, peacefulfish, Germany

2.00 – 3.00 PM
CEO Talk
... WITH MICHEL LEVY AND MAURICIO FANGANIELLO
Frankfurt Book Fair Business Club
Hall 4.2, Room Europe

Brazil is arguably one of the most exciting publishing markets worldwide: an emerging economy with high ambitions for development, which directly translates into an enormous demand for both educational material and digital innovation. As a result, all the major global players – be it Amazon, Apple, Google or Kobo –, as well as many of the leading publishing companies have made it a priority to include this market in their international strategies.

This debate, featuring leading local player Saraiva, will focus on the competitive status quo as well as on the strategic outlook for books, reading and learning in Brazil.

SPEAKERS:
MICHEL LEVY,
CEO, Saraiva, Brazil

MAURICIO FANGANIELLO,
Managing Director Publishing Division, Saraiva, Brazil

2.00 – 3.00 PM
Hug the Alien
BEST PRACTICES FOR PUBLISHERS PARTNERING WITH INNOVATIVE TECHNOLOGY ORGANIZATIONS
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

This session will introduce you to some of the most creative minds in the world of media. These are the people behind the products, services, and organizations that you would be wise to embrace, rather than run away from. It’s not all about disruption. You’ll hear from friendly “aliens” who are eager to help you embrace the possibilities of the World Wide Web, lead with mobile-first, build new audiences, create stronger reading experiences through new technologies, and tap into the power of e-commerce.

SPEAKERS:
SETH DELLON,
Director of Product Development, PubMatch, USA
ERIC HUANG,
Development Director, Made in, UK
ADAM SALOMONE,
Associate Publisher, Harvard Common Press, USA

DOROTHEE WERNER,
Head of the Office of the Chief Executive, Börsenverein des Deutschen Buchhandels/ProtoTYPE, Germany

3.30 – 5.00 PM
Uncensored
APPS – CASH COW OR BOTTOMLESS PIT?
Frankfurt Book Fair Business Club
Hall 4.0, Room Europe

Is the enchantment of apps a thing of the past? The gold rush is over and now it’s time to separate the wheat from the chaff. We’ll take stock of the situation.

This event explores questions including: Who needs what apps? And who is willing to pay for them? Our experts will discuss whether the often considerable expense of producing apps is really worth it, and to what extent you’d have to change the infrastructure of your publishing house to successfully integrate apps into your product portfolio. Uncensored and unfiltered!

HOST:
SABINE SCHUBERT,
Senior Consultant, Kirchner + Robrecht, Germany

SPEAKERS:
CARLA AERTS,
Digital Director Global Education, Cambridge University Press, UK
CHRIS BAUERLE,
Director of Sales and Marketing, Sourcebooks, US
DR. MARKUS DÖMER,
Head of Business Development, Carlsen Verlag, Germany

4.30 – 5.30 PM
Speed Dating
DON’T BE A STRANGER TO YOUR NEIGHBOUR
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

This exclusive speed dating event will connect you with your fellow Business Club members and provide just the right setting for lively and fruitful discussions.

Our moderator Andrew Wilkins will help create a relaxed atmosphere conducive to meeting new people and building new business relationships. Dive into engaging conversations with groups of publishing professionals from all over the world. Move from table to table, from contact to contact, present your projects, convey your insights on the most important issues facing our industry, expand your network and find the right business partners to meet your needs. Come by and meet your business match at the Business Club speed dating event!

HOST:
ANDREW WILKINS,
Director, Wilkins Farago, Australia

Friday
10
OCTOBER 2014
CONTEC  STORYDRIVE  RDM  FURTHER PROGRAMME

FRIDAY, 10 OCTOBER 2014

BUSINESS CLUB PROGRAMME
Expert Tour
EXPLORE THE ENGLISH–SPEAKING WORLD, ITS TRENDS AND INNOVATIVE PRODUCTS
Frankfurt Book Fair Business Club
Hall 4.0, Lounge 1

We’ll bring the conversation to you and lead you directly to the most exciting trends and innovative projects at the Frankfurt Book Fair. This expert tour will start in the Business Club and is limited to 25 participants.

English-language markets are not only among the largest in the publishing industry, but they are also considered to be among the most disruptive worldwide. Publishers from these markets are leading the way in terms of professionalism, innovation and trendsetting. More than 1,200 exhibitors from these markets will be at the Frankfurt Book Fair 2014.

The Business Club guided tour of the English-speaking world will offer you a tailored opportunity to network and learn more about English-language market trends, publishers and companies.

GUIDE:
HANNAH JOHNSON,
Deputy Publisher, Publishing Perspectives, US

11.00 AM – 1.00 PM
Ask the Expert
ONE-ON-ONE CONSULTING
Frankfurt Book Fair Business Club
Hall 4.0, Lounge 2

Have questions? Our experts have the answers. Whether it’s about management, rights and licensing or concrete projects: in personal one-on-one conversations, our specialists will offer you objective and confidential advice on specific topics. Please arrange your personal appointment at the central Business Club information desk (hall 4.0).

EXPERT TABLE 1:
BUSINESS MODEL GENERATION – CUSTOMER-ORIENTED BUSINESS MODELS FOR PUBLISHERS AND MEDIA COMPANIES
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

One of the main challenges facing publishers and media companies going forward is the ability to develop new and sustainable business models. You need a strategic approach that allows you to develop, evaluate and optimise business models in a creative process that is efficient and driven by competence – one that involves everyone in your company, regardless of their position.

Typical hurdles faced when developing new business models include:
1. Failure to adapt developments to customer needs
2. Insufficient knowledge about customers and their needs
3. Failure to develop a product idea into a business model
4. Premature transition from idea to business plan

Meet our expert, Jens Löbbe, and discuss ways to develop successful business models for your company. Each counselling session is 10 minutes.

CONSULTANT:
JENS LÖBBE,
Senior Consultant and Account Manager, Kirchner + Robrecht management consultants, Germany

EXPERT TABLE 2:
MARKET INSIGHT BRAZIL
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

You are interested in the Brazilian Publishing Industry? Need information about business opportunities and translation funding programmes, guidance with licensing deals or consulting on specific segments of the Brazilian book market? Meet Ricardo Costa, Associate Partner South America at the Frankfurt Book Fair, to ask your individual questions and learn more about the specifics of the Brazilian book market. Each counselling session is 10 minutes.

CONSULTANT:
RICARDO COSTA,
Associate Partner for South America at the Frankfurt Book Fair, Brazil

EXPERT TABLE 3:
PROCESS OPTIMIZATION: METHODS AND TOOLS FOR SUPERIOR WORKFLOWS
Frankfurt Book Fair Business Club
Hall 4.0, Lounge 2

Value creation takes place in more or less well-structured business processes. Managing these processes is critical for ensuring lasting market success. Thus, process management is one of the most important management tasks. Often, this task is carried out “on the go” – which may or may not be sufficient. Talk to our expert, Dr. Marco Olavarria, and find out, how leading companies and publishers analyze and optimize their processes and achieve superior workflows.

CONSULTANT:
DR. MARCO OLAVARRIA
Managing Partner, Kirchner + Robrecht management consultants, Germany

11.00 AM – 12.30 PM
Uncensored
SOCIAL MEDIA: MARKETING HEAVEN OR HELL?
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

Will the decline of Facebook mean the slow death of social media marketing as well? Even before most publishers have started to use this new tool on a broad scale?

Our experts will present successful social media marketing campaigns and reveal how much of an impact they really had on sales. They will share the secrets to their success, but also divulge some of the hidden traps and stumbling blocks they’ve encountered along the way. Uncensored and unfiltered!

HOST
SABINE SCHUBERT,
Senior Consultant, Kirchner + Robrecht, Germany

SPEAKERS
SAM MISSINGHAM,
Head of Events, HarperCollins, UK
Director, Bilandia, Germany
EDWARD NAWOTKA,
JULIA VON DEM KNESEBECK,
Editor-in-Chief, Publishing Perspectives, US

2.30 – 5.30 PM
Educon
LOST IN TECHNOLOGY – HOW TEACHERS AND STUDENTS MASTER THE DIGITAL JUNGLE

Today children grow up with smartphones, apps and instant messaging systems. Apple, Microsoft, Google and the like are getting more and more involved in education. New developments and enterprises like MOOCs, Khan Academy and Coursera seem to give more people access to free education.

What do these developments mean for education? Will there be more equality in education? Will technology facilitate better learning? What about Hattie’s study and its central statement about the importance of the “live” teacher? What will be the role of the teacher in the future?

The conference will highlight some of these issues and look at future prospects. A conference by LitCam.
Every story needs good heroes in order to shine. StoryDrive celebrates these heroes – both the protagonists and the creators behind the novels, films, series and games. Come face to face with international media luminaries and experience their visions of the future of storytelling – uncensored and up close.
FRANKFURT STORYDRIVE PROGRAMME
Frankfurt Book Fair Business Club
Hall 4.0, Room Europa

10.00 – 10.30 AM
INTRO & WELCOME

Wake-Up Call:
THE HERO IS DEAD - LONG LIVE THE HEROIC CROWD.

Alexander Bard is an author, music producer, cyber philosopher and lecturer. And he doesn’t believe in heroes (anymore). At least not in the traditional sense.

At StoryDrive he’ll explain why the digital revolution is slowly eating away at our heroes – and simultaneously making way for a new and collective form of heroism.

An inspiring talk that is less concerned with the end of an era and more with the beginning of a new age. A look into the future of heroism – and the media industry. And an invocation: The hero is dead. Long live the hero!

SPEAKER:
ALEXANDER BARD,
Cyber philosopher, music producer ("The Cardigans", "Army of Lovers"), author of "Futura Trilogy" and "Syntheism - Creating God in the Internet Age", co-written with Jan Soderqvist, TV juror, Sweden

The true heroes of a story do not even play a role in the story itself. They are the authors, screenwriters and developers. We owe our stories to them – and characters owe their lives to them.

They are the ones who decide their fate – but based on what criteria? What makes a good story? How does storytelling differ from medium to medium? Is there a certain type of hero for each medium – or are they ultimately all the same?

We’ll pose these questions and more to Peter Gornstein, Cinematic Director at Crytek. He shifts between worlds. He is equally at home in the film world and in the games industry. He creates heroes – and reveals what really matters, from character development to character design to the process of integrating a character into the story. The story? For a game? He’ll answer this question for us as well...

Joining him will be screenwriter Lars Lundström and producer Henrik Widman. Both share not only the same production firm, but also their preference for a certain type of hero. In an exclusive look behind the scenes of the successful series “Real Human”, they’ll reveal why robots are sometimes the better characters.

Reif Larsen’s debut novel was published in 29 countries, earning him a spot not only on the New York Times bestseller list, but also on the big screen. The Selected Works of T.S. Spivet was filmed by Jean-Pierre Jeunet. It was a great success – but also a big adventure for Larsen, who witnessed first hand the transformation of T.S. Spivet’s protagonists from literary to film heroes. At StoryDrive, he’ll reveal how the process of adapting the book affected him, how substantial the differences really are between these media formats and what it was like to work with the film crew.
Aliens are eerie creatures from another world – but only until you get to know them better.

The aliens of the media industry are revolutionary narrative concepts, new – but unproven – business models or players who are charting a completely new course…

We’ll present the three most promising media projects and players of the year. An elevator pitch that turns aliens into potential business partners.

HOST: KAT MEYER, Consultant, US

SPEAKERS:
ROBIN BURGAUER, Head of Creation, Docmine, Germany
SVEN EHMANN, Creative Director, Gestalten, Germany
PATRICK MUELLER, Documentary film and transmedia producer, Docmine, Switzerland

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on crossmedia collaboration. He is a publisher with a vision and he’ll prove that even the classics of the book industry can stand the test of time. With 80 DAYS – an app based on Jules Verne’s novel “Around the World in 80 Days” – he successfully unites game and book, literature and interactivity. At StoryDrive, he’ll provide a look behind the scenes of this project and discuss what it was like to work with the development studio Inkle. He’ll also explain why the future lies in narrative games and interactive stories – and the role publishers will play in this scenario.

Synergy is also an issue that interests author and futurist Ewan Morrison. He is focused on the synergy of big ideas. For him, ideas are the stuff good stories are made of and a basic requirement for succeeding in the media profession – also in the financial sense. He’ll take a look into the crystal ball with us at a future in which books, movies, TV, series (and games) merge into each other. There might not as much of a need for traditional literature in the future, but there will be no shortage of new fictional worlds and characters. It’s a future in which not only storytelling, but also storyselling will fundamentally change. This session will highlight some of the ways we’ll earn our living in the world of tomorrow.

SPEAKERS:
LINDA ARONSON, Scriptwriter and consultant, UK
MICHAEL BHASKAR, Digital Publishing Director, Profile Books, UK
ODILE LIMPACH, Managing Director, Blue Byte/Ubisoft, Germany
EWAN MORRISON, Author and futurologist, UK

5.00 – 5.30 PM
KEYNOTE
HEROES IN TROUBLE – WHY HOLLYWOOD CANNOT BE SAVED (OR CAN IT?)

Once upon a time, there was a place that stood for glitz, glamour and the best stories in the world: Hollywood – that was tinseltown, a place where dreams were made and success was guaranteed. But now? It’s over. A thing of the past. The (film) machine is out of order. Instead of producing blockbusters, the industry is recycling old material. Instead of setting new standards, it’s churning out an endless loop of sequels. Is this the end?

We’ll explore this question with someone who grew up in a system that was once spoiled by success. Lynda Obst is a bestselling author and one of Hollywood’s most successful producers, with more than 16 films under her belt, one at almost every major film studio. She loves film – and hasn’t given up hope yet.

With brutal honesty, she’ll analyse the conditions that have rocked the Hollywood system to its core and highlight the biggest developments and challenges that have permanently changed not only the film industry, but also the entire media business.

A look behind the scenes of the (former?) dream factory that is as exclusive as it is personal. A eulogy – but also a call to start telling stories again that move us, inspire us and change us.

SPEAKER:
LYNDA OBST, Hollywood producer & author, US

5.30 – 6.00 PM
CLOSING
### SATURDAY, 11 OCTOBER 2014

#### Time

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<th>Time</th>
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<td>9.00</td>
<td>IS IT ALL ABOUT SALES?</td>
<td>Frankfurt Book Fair Business Club, Hall 4.0, Room Europe</td>
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<td>10.30</td>
<td>NEXT GENERATION SATURDAY WHERE DO GOOD IDEAS COME FROM?</td>
<td>Frankfurt Book Fair Business Club, Hall 4.0, Room Europe</td>
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<td>1.30</td>
<td>SPEED DATING: IN CONVERSATION WITH INDUSTRY PROFESSIONALS</td>
<td>Frankfurt Book Fair Business Club, Hall 4.0, Lounge 2</td>
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#### Master Class

**IS IT ALL ABOUT SALES?**

Today, our younger talent in the publishing-house workforce arrives for work much as it has happened for decades: with literature, a love of books, a desire to work with authors and readers, as their key motivation. But in an age of corporate ownership and powerful revenue-related impact on the business, these newer staff leaders can find their inspiration running right into the commercial realities of a richly competitive marketplace. Even authors are taught to think of themselves as entrepreneurs, and one of the most common complaints you hear is that marketing departments are choosing the books.

**HOST:**

PORTER ANDERSON, Journalist and consultant, US

**SPEAKERS:**

ORNÀ ROSS, Author-publisher, UK

MARCELLO VENA, Founder and managing partner, All Brain, Italy

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#### NEXT GENERATION SATURDAY WHERE DO GOOD IDEAS COME FROM?

Albert Einstein once said that you can recognise a really good idea by the fact that it seems impossible to implement in the first place. Does a person necessarily have to be a maverick to come up with new ideas? Which conditions promote innovation and what’s the state of affairs in the book industry? Join a discussion with the shortlist nominees for the Börsenblatt Young Excellence Award and others.

*This event will be held in German.*

#### NEXT GENERATION SATURDAY SPEED DATING: IN CONVERSATION WITH INDUSTRY PROFESSIONALS

Here’s an easy opportunity to engage in a conversation with industry leaders and discuss what you need to keep in mind to get your foot in the door of the publishing industry. At this event, various companies will introduce themselves in brief speed dating sessions. Discover first-hand what jobs are available and what the requirements are for getting them. In brief conversations, you’ll learn everything you need to know from company representatives.

*This event will be held in German.*

**SPEAKERS:**

KARIN HERBER-SCHLAPP, Director Editorial Office, Krüger Sachbuch, S. Fischer Verlage, Germany

KATHARINA HESSE, CEO, Stiftung Buchkunst, Germany

MARKUS KLOSE, CEO, Hoffmann und Campe, Germany

URSULA ROSENAGT, CEO, Gabal Verlag, Germany

PETER SCHMID-MEIL, Chief Editor & Head of Content Business Development, GRIN Verlag, Germany

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**SUBJECT TO CHANGE**
Glossary

**ASK THE EXPERT – 1:1 CONSULTING**
Have questions? Our experts have the answers. Whether it’s about management, rights and licensing or individual projects: in personal one-on-one conversations, our specialists will offer you objective and confidential advice on specific topics. Pre-registration is required.

**BUSINESS BREAKFAST**
Your day in the Business Club begins with a networking breakfast. In addition to coffee and croissants, we’ll offer you exclusive insights into promising new markets and market segments. It’s the perfect way to start your day.

**CEO TALK**
Our CEO Talks will give you the opportunity to meet managing directors and publishers of international publishing houses up close and in person at the Frankfurt Book Fair. In intimate one-on-one interviews, our guests will offer you a look behind the scenes of the international publishing world. Their discussions will highlight global, as well as market and segment-specific developments and trends.

**CONTEC**
CONTEC Frankfurt is the base camp for global publishing trendsetters. Representatives from the international publishing and technology industries gather here one day before the start of the Frankfurt Book Fair to explore opportunities to optimise the way we publish and sell. Experts will provide you with information about the world’s most significant and promising book markets. They will meet key players from each market face to face and get a more personal perspective. Pre-registration is required.

**CONTEC WORKSHOP**
The CONTEC Workshops will be held throughout the week and take a more in-depth and hands-on approach to topics featured at the CONTEC conference on Tuesday. In small groups, you will explore specific cases and strategies with experts.

**EXPERT TOURS**
We’ll bring the conversation to you: in guided tours, our experts will provide you with information about the world’s most significant and promising book markets. You’ll meet key players from each market face to face and get a more personal perspective. Pre-registration is required.

**HUG THE ALIEN – MEET YOUR FUTURE BUSINESS PARTNERS**
A mix of pitch sessions, interviews, conversations, and demos – the „Hug the Alien“ sessions at the Frankfurt Book Fair Business Club will introduce you to some of the most creative minds in the world of media. An elevator pitch that turns aliens into potential business partners.

**MASTER CLASS**
They are true masters of their trade – but they’re willing to offer you a rare sneak peek at their cards. In our Master Classes, outstanding experts will share their experiences and answer questions from attendees.

**INTERNATIONAL RIGHTS DIRECTORS MEETING**
The International Rights Directors Meeting (RDM) is the gathering place for the Who’s Who of the international rights and licensing business. The RDM highlights the latest trends and developments that are shaping the future of the rights and licensing business. Experts offer exclusive insights into successful deals and future growth markets.

The 2014 RDM will explore the future of the rights trade in a world of globalised content and highlight one of the industry’s most interesting rights territories – Spanish-speaking Latin America.


**MEET & GREET – NETWORKING BREAK**
Every day at lunchtime in the Business Club – take a break, relax and network. The Meet & Greet breaks will be the ideal place to exchange ideas and deepen your professional network.

**SPEED DATING**
Don’t be a stranger to your neighbour! This exclusive speed dating event will connect you with your fellow Business Club members and provide just the right setting for lively and fruitful discussions.

**STORYDRIVE**
StoryDrive is the global trend forum for the media and entertainment industries. Representatives from the fields of publishing, film, TV and games gather at this marketplace for stories and IP to present innovative narrative concepts and to define the parameters for the media business of tomorrow.

Under the motto “Heroes”, StoryDrive Frankfurt 2014 will celebrate the heroes in and behind the story. International experts will present their visions of the story of tomorrow. In the process, they’ll engage with the audience, and share their experience and knowledge – uncensored and up close and personal.


**UNCENSORED**
New business models, innovation management, interaction, transmedia projects – there are some buzzwords out there that you just can’t escape. But do they also deliver what they promise? We’ll take stock of the situation. Selected representatives from the publishing and media world will present success stories and flops from the real world. Uncensored and unfiltered.

**WAKE-UP CALL**
Futurologists, idealists, media managers, creative innovators from all walks of life and a variety of industries – they’re not afraid to try something new and they know how to do business. They’ve proven this in good times and bad with their creative concepts and innovative ideas. In inspiring short presentations, they’ll reveal what it takes to succeed in the future.

We thank our partners

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Frankfurt Book Fair
Business Club

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