

11-15 October 2017
**FRANKFURTER
BUCHMESSE**
Guest of Honour France



The Bigger Splash

Welcome to the Frankfurter Buchmesse:

**There is no better
place for your
Marketing Campaign!**

www.book-fair.com

www.book-fair.com/biggersplash

#fbm17



Tips, Tricks, Trends and Events



These days, challenges for marketers in the publishing industry are huge. Traditional distribution channels are changing, B2B marketing needs to be done in a much more sophisticated manner. And for many professionals it is all about finding new ways of driving consumer campaigns.

The Bigger Splash is the

/ new compact programme for German and international marketers and communication professionals

/ first step towards a larger network of marketing and communication professionals

/ an inspiring project for everyone who is interested in new ways of doing marketing and customer dialogue

Our Core topics 2017:

/ Influencer Marketing / B2B and B2C Campaigning / Event-Marketing

**We want you to think
out of the Box –
come to Frankfurt!**

Programme Highlights



FRIDAY, 13.10.2017

4.00 pm – 4.30 pm

Business Club, Meeting Area
LET'S TALK ABOUT EVENT MARKETING – HIGH TEA IN THE BUSINESS CLUB:
Meet three outstanding Marketing professionals from the publishing industry and discuss the numerous possibilities of event marketing.

Meet:

/ James Ardinast, Culinary Entrepreneur, IMA

/ Katja Böhne, Vice President Marketing, Frankfurter Buchmesse

/ Sandra Riesenbeck, Head of Marketing Campaigning & Website, Thalia

4.30 pm – 5.30 pm

Meeting Point: Business Club Counter
LOOKING AT YOUR TARGET GROUP – A GUIDED TOUR: Visit four of the most impressive stands at the Fair and get into conversation with the Marketing Directors in charge. The tour will be led by Katja Böhne, Vice President Marketing, Frankfurt Book Fair and will include the following stands: IndieCon, Taschen Verlag, Wiley and Pavilion Books.

5.30 pm – 6.30 pm

Business Club, Meeting Area
THE BIGGER SPLASH – GET TOGETHER

6.30 pm – 9 pm

Reading Tent
ORBANISM AWARD CEREMONY
The Orbanism Award rewards since 2011 the most effective event and live marketing campaigns from the German publishing and media industries.

SATURDAY, 14.10.2017

10.00 am – 12.00 pm

Hot Spot Digital Innovation Hall 6.2 D 53
OUT OF THE BOX – A NETWORKING BREAKFAST:
Three inspiring marketing professionals from in- and outside the publishing industry will share their experience with you during this lively networking Breakfast.

With:

/ Jürgen Kaube, Publisher, Frankfurter Allgemeine Zeitung

/ Frank Vogel, Spokesman of Gruner + Jahr

SUNDAY, 15.10.2017

GERMAN LANGUAGE EVENT

11:00 – 13:30 Uhr

Hot Spot Publishing Services Halle 4.0 J 37
THE BIGGER SPLASH – INFLUENCER MARKETING FÜR VERLAGE:
Kaum ein Marketingthema wurde im Jahr 2017 so intensiv bespielt wie „Influencer Marketing“. Doch wie lange kann dieser Hype noch anhalten? Es ist Zeit für eine kritische Betrachtung dieses Marketing Phänomens.

Mit:

/ Sarah Kübler, Geschäftsführerin, HitchON

/ Sebastian, Niemann, blogfoster GmbH

/ Björn Wenzel, Gründer und Geschäftsführer, LuckyShareman

Don't miss!

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The BOOKFEST

/ BOOKFEST BISTRO:

NM57, Neue Mainzer Straße 57
Doors open from Tuesday to
Saturday at 6 pm

/ BOOKFEST LOUNGE:

Bar AMP, Gallusanlage 2
Doors open from Wednesday
to Saturday at 6 pm

/ BOOKFEST Night:

Together with the association
Initiative Gastronomie Frankfurt e.V.,
the bars and restaurants of the city's
Bahnhofsviertel district will open
their doors to literature.
Saturday, from 6 pm

THE ARTS+

The business festival for creatives,
investors, publishers, museums, tech
companies, politicians and scientists
who create pioneering partnerships
for the smart use of creative content.
Open daily, Hall 4.1

WEDNESDAY

11.10.2017 / 12.15 pm – 1.15pm
Gourmet Gallery (Hall 3.1 L87)

RECEPTION OF CHINA FOOD CULTURE

PAVILION: It would be our great pleasure
to introduce you numerous creative
workings around the Theme Gourmet
and Food Culture from China.

11.10.2017 / 4.00 pm – 5.30 pm
International Stage (Hall 5.1 A 128)

MY INDUSTRY VISION: This year's global
Young Talent honourees share their
innovative work and vision for the future.

THURSDAY

12.10.2017 / 2.30 pm – 3.00 pm
Hot Spot Digital Innovation (Hall 6.2 D 53)

PRESENTING THE EMMA PROJECT:

The focus of the project is on continuing
to develop a social media and content
management tool to make it easier to
implement social media campaigns and
monitor social media activities.

12.10.2017 / 4.00 pm – 5.30 pm
Business Club 4.0

REPORTING TRUTH IN THE AGE OF FAKE

NEWS: This exclusive Business Club session
focuses on the future of news and the
changing nature of global readers' media
consumption.

FRIDAY

13.10.2017 / 7.00 pm – 9.00 pm
Room Harmonie (Congress Center, Level 2)

DAN BROWN LIVE at the Frankfurter
Buchmesse – For tickets, please get in
touch with us: events@book-fair.com

SATURDAY

14.10.2017 / 4.00 pm – 5.00 pm
Gourmet Salon (Hall 3.1)

THE BEAUTY AND THE BOOK AWARD

Register now!

Or get in touch with us:

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