

# CUSTOM PUBLISHING 2010

**New business strategies and best practices for building your brand & sales**

7 - 8 September 2010

The WF Faulds VC Conference and Function Centre,  
South African National Museum of Military History,  
Saxonwold, Johannesburg

**If you are publishing or intending to launch any of the following type of magazines, then you cannot afford to miss this conference:**

- Retail
- Banking & financial services
- Travel/hospitality/leisure
- Motor vehicles/automotive
- Media & entertainment
- Health/lifestyle/sport
- Technology
- Education/academic
- Real estate/property

**You must attend if you are:**

- Responsible for custom , contract, business to business and consumer publishing
- Responsible for CRM, branding, sales & marketing, business development, editorial, production, designing, strategic planning, distribution & circulation, advertising, PR, media planning & buying and client retention
- Publisher/Publishing Director
- Managing Editor/Editor
- Editorial Director
- Production Director
- Creative/Art Director
- Advertising Director
- Marketing & Strategy Director/Manager
- Customer Relations Manager
- Head of Customer Marketing
- Club Card Manager
- Publication Manager
- Business Development Director/New Business Director
- Head of Digital/Digital Content Manager
- New Media & Digital Manager

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**CLASSIC  
EVENTS**

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Saxonwold, Johannesburg

## Day One – 7 September 2010

07:45 Registration & Morning Coffee

**08:25 Welcome & Opening Remarks from Chairperson**  
**Les Aupiais**, Editor  
**Private Edition (The Publishing Partnership title)**

### Customer titles – your essential CRM & marketing tool

**08:30 Customer titles integrated into your CRM and marketing programmes in the current marketplace**

- Trends and strategies on custom publishing in current economic climate
  - Role of customer magazines in the strategic brand relationship and value chain
  - New ways of reaching and understanding current and potential customers
  - What makes customer titles so successful?
  - Real customer relationship, retention and acquisition for today and tomorrow
  - A proven branding and messaging strategy
  - Communicating your brand values, providing educational information and showcasing your social responsibility initiatives
- Bridget McCarney**, Managing Director  
**New Media Publishing**

### Successful launch, best practices & business model

**09:15 Creating award-winning world class customer magazine and successful customer publishing business model**

- Balancing needs of reader, client and advertisers
  - Not just a catalogue but exceptional editorial, art and design
  - Speaking in visual tongues – branding in a 'new age of craft'
  - Practical advice on the right look and feel
  - Hot tips on what to avoid?
  - Enhancing brand affinity and cost effectively reach your target customers
  - Making your cost of production and distribution worthwhile
  - Digital customer publications – friend or foe?
  - ROIs and metrics
  - Synergising your magazine within the client's marketing mix
- Neal Farrell**, Publisher  
**Ramsay Media**

10:00 Morning refreshments

**10:30 Case study**  
**Live Out Loud – unique business model for unique markets - high net worth**  
**Michael Eilersten**, Director  
**Heavy Feather Publishers**

**11:15 Case study**  
**Entering the customer publishing world**

- Successfully launching Sanlam's Reality
- Advice to corporations
- Expectations from publishing house
- Strategies, plans and resources
- Challenges faced and learning
- Measuring results and bottom line
- Leveraging the success

**Andre van Selm**, Head: Reality Programme  
**Sanlam Group Services**

**12:00 Case study**  
**A-Plus - Mining customer database and expanding into customer events for greater impact**

- Harnessing relationship with club members
- Audience connections – know your readers intimately
- Cross-accessing databases to achieve greater impact
- Customising events for niche customers
- Objectives, goals, experience and result
- Tips, challenges and solutions

**Retha Carter**, Customer Relations and Insights Manager  
**Ackermans**

12:30 Lunch

**13:30 Case Study**  
**Customised content for today's customers**

- Customising content for Investec, PGP Properties and MTN
- Style and editorial mix – complementing your client's offering
- Matching the right editorial to meet the needs of your customers
- Engaging, educating & entertaining your customers in a powerful, credible and targeted way
- Branded content for longevity and sustainability of your brands and campaigns
- Anything to learn from consumer magazines that are selling in newsstands?

**Les Aupiais**, Editor  
**Private Edition (The Publishing Partnership title)**

### Future growth & trends

**14:15 Growth of magazines in the SA market place: truth or dare?**

- Emerging trends
- Where do customer magazines fit in?
- Life during and after an economic downturn: the value of brand communities
- Re-engineering for sustainable growth

**Egbert De Waal**, Head of Strategic Research & Development  
**Media 24 Magazines**

15:00 Afternoon refreshments

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## Day Two – 8 September 2010

### Win-win partnerships

- 15:15 Panel discussion  
Successful partnership with your publisher and agency**
- What today's advertisers want and how to give it to them
  - Effective integrated ad sales strategies
  - New revenue-generating ideas
  - Effective tender document – what should be in your brief
  - Managing relationship and meeting expectations and objectives
  - Launching your debut customer magazine
  - Outsource vs in-house
  - Costs vs savings
  - Where to start and choosing your publisher
  - What to look for in a custom publisher
  - Established publisher vs boutique?
  - Expectations, roles and accountabilities
  - Ensuring customers publishers understand requirements and brand
  - Ultimate briefing sessions
  - Challenges and solutions

#### **Panellists:**

**Retha Carter**, Customer Relations and Insights Manager  
**Ackermans**

**Ansie Vicente**, Editor-in-Chief  
**Panorama Publications**

**Neal Farrell**, Publisher  
**Ramsay Media**

**Andre van Selm**, Head: Reality Programme  
**Sanlam Group Services**

### Mobile - impact on you

- 15:45 Case study  
It's all on your phone – 'content to mobile'**
- Seventeen publication
  - entertainmentafrika.mobi
  - Eye witness news
  - Trends and growth - moving beyond ringtone downloads
  - The mobile landscape for publishers - overview, growth projections, and options for being mobile (apps, mobile sites, designing for the small screen, and more)
  - Are there successful business models for tapping the mobile market
  - How to leverage mobile to extend your reach and expand and engage your audience
  - How to provide better accountability to your advertisers
  - Monetising content
  - What to consider when evaluating a mobile solution
  - Mobi site – challenges ad solutions
- Tim Bishop**, Chief Executive Officer  
**Prezence**

16:30 End of day 1

08:00 Morning Coffee

**08:25 Opening Remarks from Chairperson  
Louise Marsland**, Editor-in-Chief  
**Advantage**

### Marketing & distributing channels in today's social media platform

**08:30 International Keynote Address  
Sean King**, CEO (to be confirmed)  
**Seven Squared, United Kingdom**

- 09:15 How new marketing is changing custom publishing**
- Leveraging new distribution channels in the ever-changing media landscape and maximising them for clients
  - Building custom media programmes across platforms
  - Creating and monetising a thriving social network that captures the attention of your audience and keeps them coming back for more
  - Evolve or dissolve?  
**Jaco Scholtz**  
**TiP Publishing**

10:00 Morning refreshments

### Online content & digital magazines

- 10:30 Case study  
Taking a brand out of print and into the digital sphere – case study on Taste**
- Traditional print vs online custom magazine
  - Delivering effective, creative and interactive website content
  - Understanding your customer profile – habit and behaviour of digital edition readers
  - Attracting new customers to your brand
  - Boosting revenue via digital investments by advertisers
  - Role of digital managers – for publisher and for client
- Helene Lindsay**  
**New Media Publishing**

- 11:15 Case study  
MPASA: A case study in custom published websites**
- Why bother with a custom published website?
  - Briefing for success - MPASA's requirements
  - Choosing technology that keeps it simple
  - The building process
  - The testing process
  - Future developments
  - 10 Things that will make your custom website fail
- Ansie Vicente**, Editor-in-Chief  
**Panorama Publications**

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12:00 Lunch

**13:00 Streaming opportunities and benefits for online publications - audio and visual streaming solutions that work for you**

- Importance of innovative web content with multimedia elements
- Increased brand, products exposure and customers loyalty
- Distributing video in the right way for the right audience
- Achieving strategic and effective use of video and/or audio for web and mobile
- Online and mobile video – a cost effective , creative and customised way to reach your target audience

**Rick Grantham**, Managing Director  
**Global Access**

**Panellists:**

**Michael Eilersten**, Director  
**Heavy Feather Publishers**

**Irna van Zyl**, Editorial Development  
Director  
**New Media Publishing**

**Mark Beare**, Director  
**The Publishing Partnership**

**Jaco Scholtz**  
**TiP Publishing**

15:15 Afternoon refreshments

15:45 Conference ends

**Growth in a challenging environment**

**13:45 Case Study**  
**Toyota Zone - reaching and engaging with new customers**

- Complementing and enhancing the ownership experience
- Lifestyle content and value-added opportunities
- Engaging with customers, staff, suppliers and service providers

**Mary Willemse**, Corporate  
Communications Manager  
**Toyota**

**14:30 Open forum (discussion amongst panellists and audience)**

- How must custom publisher adjust to challenging times?
- Is there still demand for customer publications?
- Are consumer magazines publishers moving towards customer magazines publishing?
- Should a customer publication be self-liquidating?
- New role of custom publisher and content strategists
- Free distribution magazines
- Green publishing
- Social media marketing: Using Twitter and Facebook to reach new audiences and promote your branded content
- Winning contracts - increasing your clientele base and custom titles
- Human capital - professional efficiencies, development and succession planning
- Challenges and way forward
- Opportunities as the economy rebounds

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# Registration Form

(Please photocopy form if more than three delegates)

**Attention:** Classic Events

**Fax:** 086-514-5412

**Email:** nigel@classicevents.co.za

**Tel:** 011-782 6355

**Address:** P.O. Box 291765, Melville, 2109

## CUSTOM PUBLISHING CONFERENCE

**DATE:** 7 – 8 September 2010

**VENUE:** The W F Faulds VC Conference and Function Centre, South African Museum of Military History, Erlswold Way, Saxonwold, Johannesburg

### FEE per delegate R3974

All inclusive - conference, master class, course materials, refreshments, lunch and VAT.

## REGISTRATION DETAILS

**Delegate Name:** Mr/Mrs/Ms \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Cell:** \_\_\_\_\_

**Special dietary requirements:** \_\_\_\_\_

**Delegate Name:** Mr/Mrs/Ms \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Cell:** \_\_\_\_\_

**Special dietary requirements:** \_\_\_\_\_

**Delegate Name:** Mr/Mrs/Ms \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Cell:** \_\_\_\_\_

**Special dietary requirements:** \_\_\_\_\_

**Company/Organisation:** \_\_\_\_\_

**Amount Payable: R** \_\_\_\_\_

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**Postal Code:** \_\_\_\_\_

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### Signing this form entails your understanding of the Registration and Payment requirements:

- A confirmation letter and invoice will be faxed/emailed to you upon receipt of your registration form, reserving your seat/s.
- Kindly make payment to guarantee your seat/s as non payment may result in your seat allocated to someone else
- Electronic payment/direct deposit can be made to **Standard Bank Account #: 401 025 500. Account Name: Classic Exhibitions & Conferences cc. Branch: Melville. Branch Code: 006105.** Kindly indicate company/delegate name/invoice as reference
- Please make cheque payable to: **Classic Exhibitions & Conferences**
- An official receipt of your payment will be provided, only upon request.
- A certificate of attendance will be provided, only upon request.
- No cancellation and refund given within seven days prior to the event date but replacement delegate can be sent.
- No refund given if delegate did not show up at event but course materials, if any, can be sent.
- Organiser reserves the right to change venue, date, programme and/or speaker/s if circumstances require.
- Organiser will refund payment if event is cancelled. If cancellation is not caused by organiser i.e. natural causes, regret no refund will be provided.
- Please inquire if you need special lunch i.e. vegetarian, kosher, halaal etc, accommodation or disabled facilities

**Signature:** \_\_\_\_\_

**Submitted By:** \_\_\_\_\_

**Organisation / Company:** \_\_\_\_\_

**Date:** \_\_\_\_\_



REGISTRATION FORM