When it comes to Open Access, finding the right balance can be challenging. Balancing old business models with new. Balancing the needs of authors with those of funders and institutions. Balancing build vs. buy decisions when an OA infrastructure is still forming.

Whether you simply need a solution to collect APCs or you’re exploring new ways to serve authors throughout the research lifecycle, RightsLink® for Open Access lets you ride inside the curl.

RightsLink for Open Access can handle it all — APCs, page and color charges, submission fees, member charges, author reprints and more.

**Surf’s up!**
[www.copyight.com/frankfurt](http://www.copyight.com/frankfurt)
Welcome to the Club!

B is for Business, or: Get the most out of your time in Frankfurt!

Welcome to the Business Club of the Frankfurt Book Fair

Working, networking, gaining knowledge, exchanging ideas: The Business Club of the Frankfurt Book Fair offers the ideal conditions for success at the Fair.

This year, the Business Club will be hosting approximately 40 events over the course of the Fair. The programme is designed to inspire, while also creating opportunities for you to make contacts and get new business leads. Hear Ken Follett discuss the process of adapting his bestseller, “The Pillars of the Earth”, into a video game. Catch the CEO talk with Arnaud Nourry, Chairman and Chief Executive Officer of Hachette Livre, who will focus on his strategy for the eighth largest international publishing group. Learn from other professionals’ first-hand experiences with crossmedia strategies, about successful project management in publishing, and how to deal with PR flops.

Join us in the morning at the Book Fair for a Business Breakfast, where we’ll discuss the essential question: “Where is the business?”

Over coffee and croissants, you’ll have the opportunity to interact with up to four experts from various markets, covering topics such as licensing for children’s books, business models for educational publishers, and revenue models for graphic novels.

In exclusive one-to-one sessions, you’ll benefit from the targeted advice of industry experts on questions that matter to you. Topics include rights & licences contract reviews, e-book production and work flow, business model development, and financing opportunities from the EU. You can make a personal appointment at our Meeting Services Desk in Room Europe.

You’ll find more details about the speakers, experts, events, meeting services and other benefits for Business Club ticket holders inside this brochure, as well as on our website: www.book-fair.com/businessclub.

Get the most out of your time in Frankfurt!

We look forward to seeing you in the Business Club.

Juergen Boos
Director of the Frankfurt Book Fair
The full-service Fair experience

The Business Club at the Frankfurt Book Fair offers you a comprehensive range of valuable services and a whole new way to experience the Book Fair. The Business Club opens daily at 8 am and closes at 8 pm.

**Get inspired**

**EVENTS**

At the Business Club you will have the opportunity to attend an exclusive range of sessions and special events with international experts highlighting the latest industry trends and forecasts. With more than 150 speakers and 70 events the Frankfurt Book Fair Business Club offers you access to a broad range of visionary insights, creative concepts and innovative ideas. Don’t miss the chance to meet and share ideas with key decision makers and industry pioneers.

Please find all details on the programme from page 15 on.

**Get connected**

**NETWORKING**

Every day starts with a Business Breakfast and ends with a happy hour. Throughout the day, we’ll help you meet future business partners in a variety of guided networking and pitching opportunities. Everything in the Business Club is geared towards dialogue and professional exchange.

Selected networking events:

- Business Breakfasts – daily at 8.30 am
- Hug the Alien – daily at 3 pm
- Wrap Up & Get-togethers – daily at 5.30 pm.
Get ahead
CONSULTING

Have questions? Industry experts offer answers to your most pressing questions. You’ll have access to one-on-one consultations for practical advice and personalised recommendations. Rights and licences, ebook production, business model generation or EU funding opportunities - drawing on a wealth of experience, our experts can help you refine and optimise your plans. Daily at 9.30 am and 4 pm.

Please check for available appointments at the meeting service counter (Business Club meeting area, room Europa).

Get together
MEETINGS

As a Business ticket holder you benefit from the opportunity to reserve tables in the meeting area of the Business Club for your business appointments. There are tables for four or six people available. You can reserve slots for a period of 30 to max. 90 minutes. Of course, you can reserve for various meetings on the same day. You can invite or bring with you up to three guests per meeting.

Please reserve tables for your meetings during the fair directly at the meeting service counter (Business Club meeting area, room Europa).

Get work done
LOUNGE

Free beverages (coffee and water) and Wi-Fi, work spaces and lounge areas, a free buffet lunch and cloakroom - the Business Club is the perfect retreat for working and relaxing. At the heart of the Fair, we provide a wide range of amenities to help you concentrate and be productive.

Daily buffet lunch:
11 am – 3 pm in the restaurant area of the Business Club (room Europa). Guests pay separately.

Free coffee and water:
Available at two self-service stations (meeting area room Europa and stage area).
Speakers

**Porter Anderson**  
BA, MA, MFA, Journalist, Speaker and Consultant, US

**Claire Anker**  
Digital Infringement Manager – The Publishers Association Limited, UK

**Naomi Bacon**  
Digital Communications Manager – Pan Macmillan, UK

**Axel Bartholomäus**  
Founder and Managing Partner – Bartholomäus & Cie. M&A Advisory Services, Germany

**Dr. Sabine Baumann**  
Editor – Schöffling & Co., Frankfurt, Germany

**Scott Beatty**  
CCO – Trajectory Inc., Canada

**Fabian Benkert**  
Director Creative Solutions – Vogel Business Media, Germany

**Michael Bhaskar**  
Co-founder and Publishing Director – Canelo, UK

**Juergen Boos**  
President – Frankfurt Book Fair, Germany

**Tamara Bos**  
Author/Writer – Netherlands

**Laura Brady**  
Principal – Brady Type, Canada

**Wolfgang Brehm**  
Attorney at Law, Co-founder – Brehm & v. Moers, Germany

**Todd Brekhus**  
President – myON/Capstone, US

**Tyler Brûlé**  
Editor in chief – Monocle, UK

**Jim Bryant**  
CEO – Trajectory Inc., Canada

**Paul Cameron**  
CEO – Booktrack, New Zealand

**Pierre-Yves Danet**  
Head of European Collaborative Research – Orange, France

**Hikmat Darmawan**  
Creative Director – PABRIKULTUR, Indonesia

**Lutz Dietzold**  
General Manager – Rat für Formgebung/German Design Council, Germany

**Christophe Erbes**  
Author, Consultant – Kids Media consulting, France

**Bruno Felix**  
Founder and Managing Director – Submarine, Netherlands

**Bernhard Fetsch**  
Managing Director Sales & Marketing – Droemer Knaur Publishing Group, Germany

**Álex Fernández**  
Publisher Relations – 24Symbols, Spain

**Carsten Fichtelmann**  
CEO & Founder – Daedalic, Germany

**Martin Fielko**  
International Business Manager – Cornelsen Schulverlage, Germany

**Ken Follett**  
Author, UK

**Andrew Franklin**  
Founder and Managing Director – Profile Books, UK
Péter Gárdos  
Author, Hungary

Albert Gauthier  
Scientific Officer, Directorate General Connect – European Commission Unit G2/ Creativity Unit, Belgium

Alexandra Germann  
Publishing Director – Egmont, Germany

Katharina Gerson  
Head of Marketing – B3 Biennale des bewegten Bildes/Moving Image Biennial, Germany

Frans van Gestel  
CEO and Producer – Topkapi Films bv, Netherlands

Jerome Goerke  
Director – Wivern Digital, UK

Arnon Grunberg  
Writer, US

Sarah Jane Gunter  
Publisher – Amazon Crossing, US

Dorka Gryllus  
Actor, Germany

Peter Haag  
Publisher – Kein & Aber AG, Switzerland

Dr. Christopher Hahn  
Lawyer – HahnLegal, Germany

Ádám Halmos  
Publisher – Libri Kiadó, Hungary

Siân Harris  
Communications Coordinator – INASP, UK

Judith Haschka  
Executive Assistant – Offenbach-Post Media Group, Germany

Marlies Hebler  
Director Business Relations – Bookwire, Germany

Agnès Henri  
Publishing Director – EDP Sciences, France

Karin Herber-Schlapp  
Acquisitions Editor – S. Fischer Verlage, Germany

Mareike Hermes  
Head of Business Development – Carlsen Verlag, Germany

Arnold Heslenfeld  
CFO and Producer – Topkapi Films bv, Netherlands

Julie Holmes  
Business Change Lead – Cambridge University Press, UK

Eric Huang  
Publishing Director – Ameet, Poland

Daniel Kampa  
Publisher – Hoffmann und Campe, Germany

Rolf Christian Kassel  
CEO – Valuedfriends Deutschland GmbH, Germany

Christopher Kenneally  
Director, Business Development – Copyright Clearance Center, US

Melinda Kenneway  
Executive Director and Co-Founder – Kudos, UK

Jens Klingelhöfer  
CEO – Bookwire, Germany

Kashyap Kompella  
Research Director – Real Story Group, India

Dieter Kosslik  
Director – Internationale Filmfestspiele Berlin – Berlinale, Germany
Rahmyn Kress
Managing Director for Telecom, Media and Technology across Germany, Switzerland and Austria – Accenture, Germany

Anna Lawrence
Head of Publishing – Bulls Licensing, Sweden

Dr. Carsten Linz
Innovation Officer – SAP SE, Germany

Colin Lovrinovic
Chief Content Officer – beam AG, Germany

Andreas Lukic
Founder and CEO – ValueNet Capital Partners GmbH, Germany

Nico Lumma
Managing Partner / COO – Next Media Accelerator, Germany

Vinutha Mallya
Director – Linespace Consulting, India

Babis Marmanis
Chief Technology Officer, Vice President Engineering – Copyright Clearance Center, US

Steffen Meier
Director Product Innovation & Marketing – Readbox, Germany

Jan von Meppen
CEO – LudInc, Germany

Mark Mertens
Director and producer, Belgium

Sarah Meuleman
Author at Lebowski publishers, columnist at VOGUE, host at VPRO, Belgium

Jean-Dominique Meunier
Vice-President – European Public Affairs Technicolor, France

Hariza Mohd Yusof
Head of Publication Division – Universiti Sains Islam Malaysia, Malaysia

Nadja Mortensen
Sales & Marketing Manager eBook – Verlagsgruppe Edel, Germany

Ulrike Müller
Business Consultant, Facilitator & Executive Coach, Germany

Richard Nash
Serial Entrepreneur, Digital Media Consultant, Start-up Advisor, US

Arnaud Nourry
Chairman and Chief Executive Officer – Hachette Livre, France

Günther Oettinger:
Member of the European Commission, Digital Economy and Society – European Commission, Belgium

Dr. Marco Olavarria
Managing Partner – Kirchner + Robrecht, Germany

Lynette Owen
Freelance Contracts And Rights Consultant, UK

Anja Paquin
Consultant Digital Media – Bommersheim Consulting, Germany

Arnaud Pasquali
European Commission – Education and Culture Executive Agency, Belgium

Marcos Pereira
Founder and CEO – Editora Sextante, Brazil

François Pernot
CEO – Comics & Animation division of Média Participations, France

Leontine Petit
Producer – Lemming Film, Boy 7, Netherlands
Randy Petway  
Executive Vice President, Global Product Strategy – Publishing Technology, UK

Niels Pickenpack  
Managing Director & Owner – connecting brands cooperation marketing agency GmbH, Germany

Ulrike Plessow  
Business Partner – BUCH CONTACT, Germany

Oliver Pötzsch  
Author, Germany

Sue Powell  
Head of Digital English Products – Kaplan, UK

Katharina Reschke  
Author/Writer, Germany

Ursula Rosengart  
CEO – Gabal Verlag, Germany

Murielle Rousseau  
Owner – BUCH CONTACT, Germany

Dr. Jessica Sänger  
Legal Counsel – German Publishers & Booksellers Association, Germany

Dr. Maximilian Schenk  
Managing Director, BIU, Germany

Dr. Michael Schindl  
CEO – Schindl Rughase Partners, Germany

Marco Schneiders  
Head of Programme – Bastei Lübbe, Germany

Sabine Schubert  
Senior Consultant – Kirchner + Robrecht, Germany

Will Schweitzer  
Director, Product Development – AAAS/Science, US

Chris Sizemore  
Head of Product BBC Knowledge & Learning, Executive Editor of BBC iWonder – BBC, UK

Igor Smirnoff  
Chief Commercial Officer – PressReader, Canada

Frank Sommer  
Owner – Eventilator, Germany

Katja Splichal  
Head of Online and Software Engineering / Managing Director – Eugen Ulmer Publishers, Germany

Helen Sun  
CEO – Beijing Ingenta Digital Publishing Technology Limited, China

Leo Timmers  
Illustrator, Belgium

Thé Tjong-Khing  
Illustrator, Netherlands

Jayapriya Vasudevan  
Director – Jacaranda Literary Agency, India

Luca Vecci  
International Sales and Licensing Manager – Rainbow, Italy

Holger Volland  
Vice President Business Development – Frankfurt Book Fair, Germany

Edmund Wee  
Publisher – Epigram Books, Singapore

Felix Wegener  
Marketing Manager – Readbox, Germany

Sandra Wegner  
Junior Sales Manager – PIPER Verlag, Germany

Rüdiger Wischenbart  
Owner and founder – Content and Consulting, Austria

Hans de Wolf  
Founder – KeyFilm, Netherlands
The location

4.0 Business Club
- Business Club Stage
- Business Club Meeting Area
- Business Club Networking Table
- Business Club Registration
- Business Club Cloakroom
- Business Club Lounge

4.2 Business Club
- Room Dimension

4.C Business Club
- Room Concorde
- Room Entente
- Room Facette
Floor plan Business Club

Room Europe (Hall 4.0, foyer)
<table>
<thead>
<tr>
<th>Time</th>
<th>4.0 Business Club Stage</th>
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<th>4.0 Business Club Networking Table</th>
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SUBJECT TO CHANGE
Business Club Programme

Wednesday, 14 October 2015

8.30 – 9.30 AM
Business Breakfast
Where is the business?
Licensing for children’s content
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Today, content for children is frequently developed not only in book form, but rather as the basis for extended marketing in many different formats. Licensing agencies are playing an increasingly important role in generating revenues. Four international experts from publishing firms and licensing agencies will share with you experiences from their day-to-day work, and attempt to answer the simple question: Where’s the business?

Enjoy an inspiring morning, while networking over coffee and croissants.

Speakers
Anna Lawrence
Head of Publishing, Bulls Licensing, Sweden
Eric Huang
Publishing Director, Ameet, Poland
Luca Vecci
Licensing Sales Manager, Rainbow Group, Italy

9.30 – 11.00 AM
Ask the Expert
One-on-one consulting on rights and licenses contracts, ebook production and technical solutions for publishers
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Meeting Area

Have questions? Our experts have the answers. In personal one-on-one conversations, our specialists will offer you objective and confidential advice on specific topics.

Each counseling session is 15 minutes. Please arrange your personal appointment directly at the meeting service counter (BC meeting area, room Europa).

1) Rights & Licences: Contract Check
How to, do’s and don’ts when selling and buying rights and licences. Benefit from this one-on-one consulting sessions and bring your right contracts for an individual check.

Expert advice by Lynette Owen.

2) Ebook Production and Workflow
Want to talk HTML? Device fragmentation? Publishing to the Web? Or maybe your concerns are centered around editorial workflows that make book production – both print and digital – easier. Laura Brady will consult on ebook workflows, production best practices, and the technical nitty-gritty of digital publishing.

3) Select the Right Technology for Success:
Digital Asset Management, Digital Marketing, Web Content Management and Big Data

“Software is eating the world.” If you are a publishing or a media group, you need the right software tools to effectively showcase your offerings, target your audience, and market efficiently. But the technology landscape of DAM, WCM, Digital Marketing and Big Data can seem very complex and confusing.

Drawing upon RSG’s rich experience of working with customers across multiple industries, we can demystify the marketplace, benchmark your current

Alexandra Germann
Publishing Director, Character Books, Egmont, Germany
state and based on your business objectives, help you identify the best-fit software tools for YOUR specific requirements.

Expert advice by Kashyap Kompella.

4) Distributed Content & Omni-Channel-Marketing for Publishers
Individually branded news outlets and apps are no longer the preferred and primary point of contact with content anymore – Facebook, Instant Articles, Apple News, Upday are the new aggregators. The impending loss of power for publishers is obvious, while potential benefits remain mostly uncovered. Hence the necessity to conceive an omni-channel audience management is even more compelling.

Expert advice by Rahmyn Kress.

Experts
Lynette Owen
Freelance Contracts and Rights Consultant, UK
Laura Brady
Principal, Brady Type, Canada
Kashyap Kompella
Research Director, Real Story Group, India
Rahmyn Kress
Managing Director For Telecom, Media And Technology Across Germany, Switzerland And Austria, Accenture, Germany

Two experienced PR professionals share their experiences with you, point out the pitfalls as well as the success strategies, and answer your questions. Uncensored and unfiltered!

Speakers
Murielle R. Rousseau
Owner, PR agency BUCH CONTACT, Germany
Ulrike Plessow
Business Partner, PR agency BUCH CONTACT, Germany
Sabine Schubert
Senior Consultant, Kirchner + Robrecht, Germany

Live audio streaming or download:
https://voicerepublic.com/users/frankfurter-buchmesse

11.00 – 11.45 AM
Uncensored
Learnings from the best PR flops in the industry
Frankfurt Book Fair Business Club
Hall 4.0 Business Club Stage

Good PR for authors and their books is becoming ever more important for publishers, especially in an age when authors do not necessarily depend on publishers for their success. A plethora of experts and instruments is available for the design of PR campaigns. But which strategies really bring success?

12.00 – 12.45 PM
Ask the Expert
Group Therapy for Entrepreneurs
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Networking Table

Here’s a chance for you to talk about your fears, frustrations and anxieties under the confidential “cone of silence” of a group therapy environment.

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. Whether you’ve a start-up about to fail, or a start-up about to grow so fast you’re terrified, whether you’re trying to initiate a new project in a large corporation and don’t know how to manage a complex political situation, we’re here to help. Just fired? Need to fire someone?

You can talk through all your fears, frustrations and anxieties under the confidential “cone of silence” of a group therapy environment. Meeting will be held according to Chatham House Rules – no quoting, no naming of names.

To ensure productive and engaging sessions, the group size is restricted to ten which will require a very brief application.
Nourry will be interviewed by the editors of Livres Hebdo, Bookdao, The Bookseller, buchreport, Publishers News and Publishers Weekly, in the context of the 2015 Global Ranking of the Publishing Industry, in cooperation with the Frankfurt Book Fair Business Club. The event will be moderated by Rüdiger Wischenbart.

Topics of the interviews will include Hachette’s evolution in recent years as one of the leading general trade and educational publishers worldwide, global and European market developments, the digital transformation of the book business, the opportunities and challenges of emerging markets, as well as a strategic outlook on global publishing.

Arnaud Nourry, 54, who joined Hachette Livre in 1990, chairs the group, part of Lagardère Media Group, from 2003. He has been leading the international expansion of Hachette, now a leading publisher in France, UK, Spain and the US, where he bought Time Warner Books (now Hachette Book Group USA) in 2007.

1.00 – 2.00 PM

Péter Gárdos
A publishing phenomenon celebrates its premiere in Frankfurt
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Publishers Hoffmann und Campe and Libri Kiadó together with the Frankfurt Bookfair have the pleasure to invite you to the book launch of Péter Gárdos first novel Fieber am Morgen (Original title: Hajnali láz). A Hungarian novel that made publishers worldwide feverish and has been sold into 29 countries. A story about love and survival, a breath-taking novel with a true background.

Speakers:

Juergen Boos
President, Frankfurt Book Fair, Germany
Péter Gárdos
Author, Hungary
Ádám Halmos
Publisher, Libri Kiadó, Hungary
Daniel Kampa,
Publisher, Hoffmann und Campe, Germany

Moderation: Dorka Gryllus, Actor, Germany

2.00 – 3.00 PM

CEO Talk
CEO Talk with Arnaud Nourry
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

Arnaud Nourry, Chairman and Chief Executive Officer of Hachette Livre, 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.

Expert
Richard Nash
Serial Entrepreneur, Digital Media Consultant, Start-up Advisor, US
Most publishers work in various niches or have imprints that carefully control the type of book or subject of book they publish. But there is a younger, opposing move toward much more generalist approaches.

“Going Internet-Wide” is about doing the opposite of “niche publishing”. Most publishers work in various niches or have imprints that carefully control the type of book or subject of book they publish.

There is a younger, opposing move toward much more generalist approaches. Approaches compared to the idea of the Internet. Which seems like a rather unstructured and free flowing way of not curating the content that gets published, could also be the exact opposite.

With a mix of interviews, conversations, and demonstrations — 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 production. Meet the people behind the products, services, and organizations that are changing and inspiring our industry. Witness synergies that were unthought-of a couple of years ago. Discuss the future of publishing and be there when the borders are blurring and new ideas are growing on the old cut surface.

Speakers

Porter Anderson  
BA, MA, MFA, Journalist, Speaker and Consultant, US

Sarah Jane Gunter  
General Manager, Amazon Publishing International and Publisher, AmazonCrossing, US

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4.00 – 5.00 PM  
Ask The Expert  
Consulting on author’s contracts, business models, M&A and brand management for publishers  
Frankfurt Book Fair Business Club  
Hall 4.0, Business Club Meeting Area

Have questions? Our experts have the answers. In personal one-on-one conversations, our specialists will offer you objective and confidential advice on specific topics.

Each counseling session is 15 minutes. Please arrange your personal appointment directly at the meeting service counter (BC meeting area, room Europa).

1) Author’s contracts and copyright: All you need to know

The arrangements surrounding collaboration between publishers and authors are controlled by the so-called author-publisher contract. Besides royalties, these contracts deal in particular with copyright issues. Which factors should publishers take into account during negotiation of the contract? Which room for manoeuvre do both sides have? And what special rules apply for the digital publication of content?

For answers to your questions around author-publisher contracts and copyright, please meet Dr. Jessica Sänger, Legal Counsel to the German Publisher and Bookseller Association.

2) Business Model Innovation: How to reduce risks and costs using the lean start-up method

Lean Innovation promotes experimentation over elaborate planning, customer feedback over intuition and product or service development in short, repeated cycles rather than implementation a linear step-by-step plan. Following the principles of failing fast and continually learning, it helps businesses to innovate rapidly and effectively, minimising risks and costs of getting the first customer and of getting the product wrong.

Expert advice by Ulrike Müller.
3) Strategic Transformation through Mergers & Acquisitions

With some 20 years of experience in assisting media companies to acquire and sell businesses, Axel Bartholomäus offers to discuss three key issues:

1. How do we define and achieve profitable growth through investments in media assets? Does it still make sense to acquire predominantly print-based businesses?

2. How can we identify and acquire digital targets in line with our strategy to speed up our transformation? And how can we ensure that we manage and integrate these businesses effectively?

3. Should we focus our publishing portfolio, and if so how do we select the right assets to divest and sell them at the best possible conditions?

4) Brand Development for Publishers: How to build your brand successfully

Achieving success in publishing is about more than just the business angle. As a rule, you also have to keep an eye on the editorial and cultural side of things. At the same time, it’s important that you connect both the readers and the authors to your brand. This is another point that differentiates the way media products are branded from those of other industries.

Increasingly, the distribution of products through different media channels (print, online, mobile, games and others) means that careful positioning, analysis of different target groups, and approaches tailored individually to those groups are all pivotal to your business success. Without a clearly defined and convincing brand, valuable potential synergies remain untapped, and it becomes harder to distinguish yourself from your competitors or to open up important new business areas with any success. How can you get the branding right for your publishing house? What branding strategy is the right one for you? And what business advantages can you draw from it?

Get answers to these and other questions from Peter Haag, publisher with Kein & Aber, Switzerland.

Experts

Dr. Jessica Sänger
Legal Counsel, German Publishers and Booksellers Association, Germany

Ulrike Müller
Innovation and Process Consultant, Ulrike Müller & Partner Development Solutions, Germany

Axel Bartholomäus
Founder and Managing Partner of Bartholomäus & Cie. M&A Advisory Services, Germany

Peter Haag
Publisher and Founder, Kein & Aber, Switzerland

4.00 – 5.00 PM
Speed-Dating
Speed-Dating of the startup club of the German Publishers and Booksellers Association
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Networking Table

These ideas are looking for investors: Startups get in touch with publishers, booksellers and further enterprisers.

60 minutes, 6 startups and 6 enterprisers make...?
36 interesting pairings, which break the ice between old and new economy in the book market. Startups, which offer products or services for the book market, have the chance to present themselves and establish important business contacts. On the opposite side the enterprisers get to know innovative and new business models, in which to invest could be worth a thought.

© Frankfurt Book Fair / Bernd Hartung
5.00 – 5.30 PM

Two to Talk
Expandes Senses
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Networking Table

Two personalities form two completely different parts of the world of media and entertainment are discussing the most important topics of the media industry. Be prepared for a very special chain letter.

The Frankfurt Book Fairs all media platform StoryDrive and the B3 Biennial of the Moving Image, are joining hands to announce Two to Talk "Expanded Senses". The goal of this format is to foster the exchange between the creative industries.

Speakers
Dr. Maximilian Schenk
Managing Director, BIU, Germany
Edmund Wee
CEO, Epigram Books, Singapore
Anna Katharina Gerson
Head of Programme & Festival Coordination and Marketing, B3, Germany

Live audio streaming or download:
https://voicerepublic.com/users/frankfurter-buchmesse

5.30 – 6.00 PM

Wrap-up & Get-together
Highlight: Press Reader
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Your day at the Fair is nearly over, you had wonderful discussions, found inspiration and you have a notebook full of follow-up recommendations. But still you have the feeling that the day was not long enough, and that there is so much more to learn and know? Then you should join us every evening at 5.30 pm for our little wrap-up session, where we summarize the day for you.

Our special Highlight for Wednesday is the launch of Press Readers latest White Paper. After this we invite you to a glass of wine at the Business Club get-together. Come to network with colleagues, meet old and new friends and enjoy the relaxed atmosphere.

6.00 – 7.30 PM

Keynote and panel discussion
Digital age of teaching and learning – the role of national education systems
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

In today’s digitized world learning styles and teaching strategies change rapidly. How will national Education Systems face these challenges?

The education expert and president of didacta and worlddidac, Prof. Fthenakis, will highlight the challenges of the national education systems in the global and digital age. The Indonesian, the Korean and the Finnish Education Minister will present the situation and the visions for the education systems of their countries. A moderated panel discussion will finalize the summit.

Speakers
Prof. Dr. Wassilios E. Fthenakis
President of World Didac, Germany
Anies Baswedan
Education Minister of Indonesia, Indonesia
Jens Nymand-Christensen
Deputy Director-General of Directorate General for Education and Culture, Belgien
Matthew Anderson
BBC, UK

© Frankfurt Book Fair / Bernd Hartung
You will meet these companies at the Business Club:

**Accenture Strategy**

Accenture Strategy operates at the intersection of business and technology. We help our clients envision and execute strategies that drive both efficiencies and growth. Learn more and follow @AccentureStrat or visit www.accenture.com/strategy.

**tolino – whitelabel eReading Ecosystem**

tolino is a whitelabel digital reading Ecosystem designed to complement booksellers with a full scale eReading solution. tolino is fast growing and currently sold through 20 bookseller brands in 6 European countries to over 3.5m active customers. More information on: www.mytolino.com

**Arnoldo Mondadori**

Publisher of fiction and non fiction: Italian and foreign literature, biographies, poetry, art, travel, philosophy, politics, criticism and children books. Six imprints: Mondadori, Einaudi, Piemme, Sperling & Kupfer, Mondadori Education and Electa. More information on: www.mondadori.com
Global Ranking of the Publishing Industry 2015

- Analysis: Current Shifts and Transformations in the International Book Business
- 57 Profiles of Book Industry’s Leading Companies
- Company Data 2012 - 2014

Order Your Copy Now: buchreport.de/globalranking
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Open Access: The Next Wave  
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Big Stories for Small People  
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Dutch books on Screen  
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Business Club Programme

Thursday, 15 October 2015

8.30 – 9.30 AM
Business Breakfast
Where is the business?
Business models for educational content
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Schoolbooks have always provided the most important source of income for publishers. Now, with ever more technology being used in schools, the demand for digital educational content is also growing. Publishers therefore face the challenge of developing functional business models for the future that strike a reasonable balance between profits and investment in development. Four experts from different countries will share their personal views on the topic, in the context of their particular markets, and attempt to answer the question: Where’s the business? Enjoy an inspiring morning, while networking over coffee and croissants.

Speakers
Todd Brekhus
President, myOn, US
Martin Fielko
International Business Manager, Cornelsen Schulverlage, Germany
Sue Powell
Head of Digital English Products, Kaplan, UK

9.00 – 11.00 AM
CCC Town Hall Meeting
Open Access: The Next Wave
Frankfurt Book Fair Business Club
Hall 4.C, Room Concorde

At the Frankfurt Book Fair’s Business Club, Copyright Clearance Center will host a town hall meeting event on Open Access issues in scholarly publishing.

In 2015, proponents of Open Access for scholarly publishing are pushing at an open door. Publishers around the world have adopted a wide range of OA practices. From green to gold, hybrids and “pure plays,” today Open Access business models are a fact of life.

Yet Open Access raises important – sometimes unexpected – challenges for all stakeholders. With “OA: The Next Wave,” scholarly publishing is moving beyond a single-issue focus on Article Processing Charges to address end-to-end solutions that engage authors throughout the workflow.

Collaboration. Competition. Commitment. The next wave of Open Access will put each to the test. Surviving and thriving requires technology and best practices that deliver quality author experience, manage workflows and coordinate compliance reporting.

Once again at the Frankfurt Book Fair, Copyright Clearance Center hosts a town meeting event that brings authors, funders, institutions and publishers together for a lively, informative and open exchange.

Speakers
Agnès Henri
Publishing Director, EDP Sciences, France
Melinda Kenneway
Executive Director and Co-Founder, Kudos, UK
Babis Marmanis
Chief Technology Officer und Vice President, Engineering, Copyright Clearance Center, US
Randy Petway
Executive Vice President, Global Product Strategy, Publishing Technology, US
Christopher Kenneally
Director, Business Development, Copyright Clearance Center, US
Helen Sun  
CEO, Beijing Ingenta Digital Publishing Technology Limited, China

Siân Harris  
Communications Coordinator, INASP, UK

Will Schweitzer  
Director, Product Development, AAAS/Science, US

9.30 – 11.00 AM

Ask the Expert

One-on-one consulting on rights and licenses contracts, business model generation, change processes and EU funding
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Meeting Area

Have questions? Our experts have the answers.
In personal one-on-one conversations, our specialists will offer you objective and confidential advice on specific topics.

Each counseling session is 15 minutes. Please arrange your personal appointment directly at the meeting service counter (BC meeting area, room Europa).

1) Rights & Licences: Contract Check
How to, do’s and don’ts when selling and buying rights and licences. Benefit from this one-on-one consulting sessions and bring your right contracts for an individual check.

Expert advice by Lynette Owen.

2) Customer-oriented development of business models for publishers and media companies
The need to develop new and viable business models is one of the principle challenges for the future of publishers and media enterprises. This situation requires a strategy-led approach that enables the rapid development, assessment and optimisation of business models in a competence-driven and creative process, spanning all levels of the company hierarchy.
Talk to our expert, Dr. Marco Olavarria (Kirchner+Robrecht), about how your company can succeed in the development of effective business models.

3) Innovation & Organisational Change: Best Practice, Methods and Practical Tools to Engage your staff in Innovation Processes
Innovation jams, informal meeting spaces and initiatives, social cooperation online tools, action learning teams, training and access to innovation tools or leadership development are but a few examples of how successful innovators design the way their people work across divisions and functions to encourage conversations, dialogue, cooperation, creativity and trust. Every company’s culture is inherently different, so a carefully tailored approach is called for.

Expert advice by Ulrike Müller.

4) Creative Europe: Funding Opportunities for the Cultural and Creative Industries
Creative Europe is the European Commission’s framework programme for support to the culture and audiovisual sectors. With a budget of Euros 1.46 billion, the Programme supports Culture sector initiatives, such as those promoting cross-border cooperation, platforms, networking, and literary translation; Creative Europe is very active in the nd literature field. The Programme finances the European Union Prize for Literature (EUP). The EUPL is reserved for works of fiction by emerging authors regardless of their age. In 2015, the Prize was given to 12 different authors from all over Europe. The Programme also provides grants to European publishers for the translation, publication and promotion of more than 450 European fiction works per year. Expert advice by Arnaud Pasquali.

Experts
Lynette Owen  
Freelance Contracts and Rights Consultant, UK

Dr. Marco Olavarria  
Managing Partner, Kirchner + Robrecht management consultants, Germany

Ulrike Müller  
Innovation and Process Consultant, Ulrike Müller & Partner Development Solutions, Germany

Arnaud Pasquali  
European Commission / Education, Audiovisual and Culture Executive Agency (EACEA), Belgium
10.00 - 11.00 AM
StoryDrive with Ken Follett
“The Pillars of the Earth”: Interactive Literature – from the novel to a game
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

Book meets Film meets Game - what sounds like a nice get-together is also a lot of thought and hard work.

Ken Follett’s historical novel “The Pillars of The Earth” was first published in 1989 and became one of the world’s bestselling books. Millions of fans were transported to the fictional world of medieval Kingsbridge and were engrossed in the construction of the cathedral. The fascination with Kingsbridge and its characters has endured. Now, Daedalic Entertainment, a venture of Bastei Luebbe AG, is designing the first official Ken Follett video game - The Pillars of The Earth. The game will be marketed and released in 2017 on all established platforms. At the Frankfurt Book Fair 2015, bestselling author Ken Follett, Felix Rudloff (Bastei Luebbe CCO) and Carsten Fichtelmann (Daedalic Managing Director) will introduce the game and talk about its development. They will show screen shots of the game and its characters and explain the motivation behind the graphic style and art direction. They will also answer any questions you may have.

Carsten Fichtelmann,
Director, Daedalic, Germany
Marco Schneiders
Head of Programme, Bastei Lübbe, Germany

Speakers
Ken Follett
Author, UK

10.30 - 11.00 AM
Readbox
Change – from paper printer to software provider
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

While there have always been products and channels like film, radio and TV, digitalization has a substituting effect. Insofar ePaper or eBooks should be considered transitional phenomena, migrating a medium with all its restrictions of form into a new one. So not only trade relations or relations to a producer or author are changing, the core product itself is obsolete as well, new forms of content are needed, causing a fundamental change not only for organization models, but even demanding change for complete business models.

For the first time the fundamental question is what defines a publishing house, where the demarcation line to software solutions, event organizers, multimedia companies is drawn - and if this demarcation is possible at all.

The core question is, which added value publishing houses will still be able to generate for a user in digital times, how will be designed, which stakeholders will be involved in product processes and which organization forms can operate in the background.

Speakers
Felix Wegener
Marketing Manager at readbox, Germany
Steffen Meier
Head of product innovation and -marketing, readbox publishing GmbH, Germany

Live audio streaming or download:
https://voicerepublic.com/users/frankfurter-buchmesse
11.00 – 11.45 AM
Uncensored
Crossmedia – is it worth the money?
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Crossmedia: the wide variety of potential media and non-media-based approaches to content presentation constitute the great hope for publishers. But putting these new – especially digital – applications into effect often entails costly investments. Do the crossmedia strategies actually deliver on their promises? We take stock. Drawing on their own successes and failures, our experts point out the pitfalls that might await you as you introduce new strategies, and they’ll answer your questions. Uncensored and unfiltered!

Speakers
Mareike Hermes
Head of Business Development, Carlsen Verlag, Germany
Jerome Goerke
Director, Wivern Digital, UK and Germany
Sabine Schubert
Senior Consultant, Kirchner + Robrecht, Germany

Live audio streaming or download:
https://voicerepublic.com/users/frankfurter-buchmesse

2.00 AM – 3.00 PM
CEO Talk with Andrew Franklin and Marcos Pereira
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

A debate on strategic developments in publishing – including notably consolidation, digital integration, and globalization as well as the role and opportunities for independent publishing houses in that challenging context: While the largest transnational media and publishing giants often grab the industry’s headlines, many of the successful new voices are discovered and brought to readers by independents. Across all the diversity of markets and cultures, independent publishers have shown a knack with their audiences, in identifying new talent, developing rich and unique catalogues and enriching the book industry by their original endeavors.
At the Thursday Frankfurt CEO Talk 2015, two outstanding independent publishers from two hugely different markets and backgrounds will discuss their experience, Andrew Franklin, founder and Managing Director of Profile Books (UK), and Marcos Pereira, founder and CEO of Editora Sextante, (Brazil).

Speakers
Marcos Pereira
Founder and CEO – Editora Sextante, Brazil
Andrew Franklin
Founder and Managing Director – Profile Books, UK

Moderator
Rüdiger Wischenbart
Owner and founder, Content and Consulting, Austria

Live audio streaming or download:
https://voicerepublic.com/users/frankfurter-buchmesse

2.00 PM – 5.30 PM
Investment Forum/ New European Media (NEM)
Access to Finance for European digital media companies
Frankfurt Book Fair Business Club
Hall 3.C, Room Facette

Learn about equity investment in the digital media sectors and meet ten innovative European start-ups raising their first investment round!

Part I: The Investment Forum will be introduced by a panel on access to finance.
The panel covers the key issues regarding Access to Finance in the digital media sectors. It explores the opportunities and challenges related to investment from the point of view of women investors. Women equity investors will share their experience and provide insights on various funding opportunities in order to reinforce financial understanding and support young entrepreneurs to secure funds.

The session is financed in the framework of the WeHubs project – the first European Network of Women Web Entrepreneurs Hubs – part of the H2020 programme.

Part 2: Investment Pitch
The invited 10 companies will pitch in front of a panel of European investors (composed by half of women investors). While the pitch will mainly focus on e-publishing, three companies from the music and technology sectors will have a chance to present to the investor panel, among them specialized music investors (invited by the MusicBricks project).

5 pm: Closing remarks and Networking

Speakers
Tanja Emmerling
High-Tech Gründerfonds, Germany
Susan Simnet
Angel Academe, London, UK
Dagmar Bottenbruch
Angel Investor, Germany
Marina Vukovic
Investment Manager, CommerzVentures, Germany
Thierry Baujard
CEO of Media Deals, Germany

2.00 PM – 2.30 PM
Who cooperates – benefits!
Profitable brand partnerships
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

The media and entertainment industry is particularly affected by the digitization and thus a change in media usage. Brand partnerships offer the media and entertainment industry a tool to meet these challenges effectively. As shown by studies of the cooperation-marketing agency Connecting Brands more than 90 percent of marketing decision makers presume a growing importance of brand partnerships for their business.

Nils Pickenpack, Managing Director of Connecting Brands, highlights the opportunities brand partnerships offer to the media and entertainment industry to generate alternative distribution channels and to attract new customers by showing best practice partnership cases. As in real life, winning the right partner is essential for the success of the partnership. However, how to proceed in the search for a partner and where to find the right partner? Answers to these questions gives Nils Pickenpack in his presentation.
2.00 PM - 3.30 PM

**Dutch books on Screen**

**First look on the Lowlands**

Frankfurt Book Fair Business Club

Hall 4.C, Room Entente

This session will present three brandnew adaptations from book to film from the Netherlands.

This afternoon session will present a row of high profile book adaptations from the Netherlands: Public Works (Topkapi Films), Boy 7 (Lemming Film), No more sleep (KeyFilm). The session will be closed with an interview with Arnon Grunberg. Moderation by Sarah Meuleman.

**Speakers**

- **Dieter Kosslick**
  Director, Internationale Filmfestspiele Berlin / Berlinale, Germany
- **Sarah Meuleman**
  Author at Lebowski publishers, columnist at VOGUE, host at VPRO, Belgium
- **Arnold Heslenfeld**
  CFO and Producer, Topkapi Films bv, Netherlands
- **Frans van Gestel**
  CEO and Producer, Topkapi Films bv, Netherlands
- **Leontine Petit**
  Producer, Lemming Film, Boy 7, Netherlands
- **Hans de Wolf**
  Founder, KeyFilm, Netherlands
- **Arnon Grunberg**
  Writer, US

**2.30 PM - 3.30 PM**

**The publisher as a brand – current trends in brand management**

German Design Council

Frankfurt Book Fair Business Club

Hall 4.0, Business Club Stage

Nowadays, both brand and design are crucial factors for the economic success of a company. Therefore, companies with a strong brand identity have the capacity to position and differentiate themselves from the masses, which represents a decisive advantage. This holds especially true for an industry such as publishing that due to the digitalisation trend, has had to reposition itself to a certain extent in recent years. The German Brand Monitor 2015 was released in August and is Germany’s largest decision-making study regarding trends and success factors for modern brand management. Andrej Kupetz, General Manager of the German Design Council and author of the study, will use the current figures to present practice-oriented recommendations for brand activities in publishing during his lecture.

**Speaker**

- **Lutz Dietzold**
  General Manager, German Design Council, Germany

**3.00 PM - 3.45 PM**

**Hug the Alien**

Hardcore Book Fan Hugging

Frankfurt Book Fair Business Club

Hall 4.0, Business Club Stage

“The book industry is based on fans. But we don’t understand them, nor do we understand how the business models” says Michael Bhaskar, Co-Founder and Publishing Director, Canelo Publishing.

“The rise of YouTube as a distribution channel has established a new category of fame and fandom. However, whilst brands are realising the platform’s immense capacity to access audiences hungry for content and eager to engage, many companies are continuing to work within an old framework, and the publishing industry in particular is guilty of this. YouTube is a
community, not a repository for video footage. In order to harness it as a resource, we must work from within, speaking to the experts – the youtubers – themselves, hiring skillsets beyond our own, and creating content always with the audience in mind.” says Naomi Bacon Digital Communications Director, Pan Macmillan, London.

With a mix of interviews, conversations, and demonstrations – 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 production. Meet the people behind the products, services, and organizations that are changing and inspiring our industry. Witness synergies that were unthought-of a couple of years ago. Discuss the future of publishing and be there when the borders are blurring and new ideas are growing on the old cut surface.

Speakers
Porter Anderson
BA, MA, MFA, Journalist, Speaker and Consultant, US
Michael Bhaskar
Co-Founder and Publishing Director, Canelo Publishing, UK
Naomi Bacon
Digital Communications Manager, Pan Macmillan, UK

4.00 PM - 5.00 PM
Ask the Expert
One-on-one consulting on business model generation, ebook distribution and marketing, digital piracy and change processes
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Meeting Area

Have questions? Our experts have the answers. In personal one-on-one conversations, our specialists will offer you objective and confidential advice on specific topics.

Each counseling session is 15 minutes. Please arrange your personal appointment directly at the meeting service counter (BC meeting area, room Europa).

1) Customer-oriented development of business models for publishers and media companies

The need to develop new and viable business models is one of the principle challenges for the future of publishers and media enterprises. This situation requires a strategy-led approach that enables the rapid development, assessment and optimisation of business models in a competence-driven and creative process, spanning all levels of the company hierarchy.

Talk to our expert, Dr. Marco Olavarria (Kirchner+ Robrecht), about how your company can succeed in the development of effective business models.

3.30 PM - 5.00 PM
Matchmaking
Crossing borders in the Lowlands
Frankfurt Book Fair Business Club
Hall 4.C, Room Entente

Matchmaking session for publishers and film producers from Germany, Flanders and the Netherlands.

In this speed date session publishers and film producers from Germany, Belgium and the Netherlands will meet, greet, exchange and discuss new titles for screenadaptations.
2) How to? Ebook distribution and marketing

The transformation of the book industry is rapidly gathering pace. Not a week goes by on the digital market that doesn’t bring with it a technical innovation, a new sales channel, a new business model or a new marketing tool to which a content provider needs a react. A clean and flexible technical process chain is essential for implementing new product strategies. This process chain enables a response to be made to demands and publishers’ innovations to catch on in the shop and with customers. How to manage the complexity of digital distribution? How to create the next level of marketing strategies based on technology and marketing know-how?

Bookwire’s Marlies Hebler and Jens Klingelhöfer, as experts in digital distribution and marketing, give answers to how to cope with the challenges of the digital market.

3) Digital Piracy – Challenges and Opportunities in Protecting Copyright

The purpose of this session is to discuss issues with digital piracy as well as to explore what remedies are already available to counteract this. The UK publishing industry has been working on a variety of digital anti-piracy initiatives including ongoing work with the UK’s Police Intellectual Property Crime Unit, blocking action against infringing ebook sites and updates to the PA’s Copyright Infringement Portal, a system for serving takedown notices to infringing sites. This is due to an increase in infringements through both legitimate platforms such as Facebook, as well as through dedicated piracy sites such as libgen.

Expert advice by Claire Anker.

4) Change – Make It Work! Effective Change Process Design & Management

As markets change more rapidly than ever, change management definitely is the future core competence of top managers. Studies show that up to 80% of all change initiatives fail, due to managers who believe that change can be managed like their day to day business - just a bit tougher. Change success is a matter of a deep understanding of change principles, clear roles, excellent communication and a specific change process design. Neither “top guns” nor “softies” will make it.

Dr. Michael Schindl will discuss the core principles of successful change management and an effective change process design for your specific case.

Experts

Dr. Marco Olavarria
Managing Partner, Kirchner + Robrecht management consultants, Germany

Marlies Hebler
Director Business Relations, Bookwire, Germany

Jens Klingelhöfer
Founder and Managing Partner, Bookwire, Germany

Claire Anker
Digital Infringement Manager, The Publishers Association, UK

Prof. h.c. Dr. Michael Schindl
Managing Partner, Schindl Rughase Partners, Germany

4.00 PM - 4.30 PM
Digital Transformation is just getting started!
Next Media Accelerator
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Has Germany lost its edge? Looking at Germany in the fall of 2015 we see a lot of potential. But we also see lots of hesitation. Innovation is still something that seems to be optional; it’s the icing on the cake and not the default state of mind.

In my talk I analyse the situation in Germany and show a different perspective on the current developments. We need digital transformation and we need it fast. This is true both for the economy and for politics.

Contrary to the common dystopian belief I don’t think we are doomed. The digital society has so many awesome possibilities, we just need to make them happen!

Speaker

Nico Lumma
Managing Partner / COO, Next Media Accelerator, Germany
4.30 PM – 5.00 PM
Embracing disruption:
The future of newspapers and magazines
PressReader
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

PressReader is a Canadian company that’s disrupting the entire newspaper and magazine industry. In this presentation, we’ll provide global insight from the technology and publishing industries, and show you how to capitalize on huge growth opportunities available in an age of digital disruption. This session will be of particular interest to publishers, business owners, librarians, journalists and bloggers.

Speaker
Igor Smirnoff
Chief Commercial Officer, PressReader, Canada

5.00 PM – 5.30 PM
Two to Talk
Expanded Senses
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Networking Table

Two personalities form two completely different parts of the world of media and entertainment are discussing the most important topics of the media industry. Be prepared for a very special chain letter.
The Frankfurt Book Fairs all media platform StoryDrive and the B3 Biennial of the Moving Image, are joining hands to announce Two to Talk “Expanded Senses”. The goal of this format is to foster the exchange between the creative industries.

Speakers
Jayapriya Vasudevan
Founder, Jacaranda Literary Agency, India, Philippines, Singapore
Anna Katharina Gerson
Head of Programme & Festival Coordination and Marketing, B3, Germany
Dieter Kosslick
Director, Internationale Filmfestspiele Berlin – Berlinale, Germany

Live audio streaming or download:
https://voicerepublic.com/users/frankfurter-buchmesse

5.30 PM – 6.00 PM
Wrap-up & Get-together
Highlight: StoryDrive
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Your day at the Fair is nearly over, you had wonderful discussions, found inspiration and you have a notebook full of follow-up recommendations. But still you have the feeling that the day was not long enough, and that there is so much more to learn and know? Then you should join us every evening at 5.30 pm for our little wrap-up session, where we summarize the day for you. Our special Highlight for Thursday: Students from the Institute for Buchwissenschaft of the Johannes Gutenberg-University in Mainz are reviewing the StoryDrive day in the Business Club. After this we invite you to a glass of wine at the Business Club get-together. Come to network with colleagues, meet old and new friends and enjoy the relaxed atmosphere.

Speakers
The Business Club Team and special guests
HOT SPOTS
WHERE CONTENT MEETS TECHNOLOGY
THE DIGITAL ZONES
AT THE FRANKFURT BOOK FAIR
14-18 OCTOBER 2015

HOT SPOT DIGITAL INNOVATION, HALL 6.2 D 22
HOT SPOT EDUCATION, HALL 4.2, C 90
HOT SPOT PROFESSIONAL & SCIENTIFIC INFORMATION, HALL 4.2, L 101
HOT SPOT PUBLISHING SERVICES, HALL 4.0, J 85

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The magazine for visionary

www.netz-trends.de

Keep pace with changing trends.
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<thead>
<tr>
<th>Time</th>
<th>4.0 Business Club Stage</th>
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SUBJECT TO CHANGE
Business Club Programme

Friday, 16 October 2015

8.30 – 9.30 AM
Business Breakfast
Where is the business?
Graphic novels and comics
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Comics and manga still make up a growing market segment. And beyond the sustained hype surrounding manga, the graphic novel has long since established itself as a new genre in its own right, for adolescents and adults. Four experts from different countries will share their personal views regarding the chances for comics and graphic novels in their particular markets, and attempt to answer the question: Where’s the business?

Enjoy an inspiring morning, while networking over coffee and croissants.

9.30 – 11.00 AM
Ask the Expert
One-to-one consulting for start-ups in the content industry
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Meeting Area

You have questions? Our start-up experts have the answers during individual consultancies.

A special offer by the startup club of the German Publishers and Booksellers Association: Get advice and inspiration from our experts: Financing, questions of law, business models or marketing – in personal one-on-one conversations our specialists will offer you objective and confidential advice on specific topics.

Experts
Dr. Christopher Hahn
Rechtsanwalt, HahnLegal, Germany

Dr. Carsten Linz
Business Angel, Innovation Officer SAP SE, Leadership Coach, Germany

Andreas Lukic
Founder and CEO at ValueNet-Capital-Partners GmbH, Germany

Rolf Christian Kassel
CEO of Valuefriends Deutschland GmbH, Business Consultant digital transformation, Germany

9.00 AM – 5.00 PM
New European Media (NEM) Summit
Media & Technologies for new Story-worlds: Immersion - Interaction - Transmedia and much more.
Frankfurt Book Fair Business Club
Hall 4.2, Room Dimension

The annual NEM Summit will be held at the Frankfurt Book Fair - aiming to invite the publishing industry to partake in NEM’s European innovation ecosystem. The keynote will be held by EU-Commissioner Oettinger. Among the speakers are BBC, IDATE, Hachette, SKY Television and Technicolor.

Speakers
Álex Fernández
Publisher Relations, 24symbols, Spain

Frank Sommer
Founder and owner, Eventilator Agency, Germany

Hikmat Darmawan
Creative Director, PABRIKULTUR, Independent Researcher and Consultant, translator, editor, Indonesia
New European Media (NEM) is a European Technology Platform dealing with Connected, Converging and Interactive Media & Creative Industries. NEM gathers major European organisations working in the digital media and content area, including content providers, creative industries, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions. The annual NEM Summit will be held in 2015 at the Frankfurt Book Fair - aiming to invite the publishing industry to partake in NEM’s European innovation ecosystem. This year’s NEM Summit will cover the topics of transmedia as well as immersive and interactive storytelling, with a focus on innovations enabled by technology.

Business Club members have free entry to the NEM Summit.

**Speakers**

Albert Gauthier  
Scientific Officer, Directorate General Connect at European Commission Unit G2/ Creativity Unit, Belgium  

Chris Sizemore  
Head of Product BBC Knowledge & Learning, Executive Editor of BBC iWonder, UK  

Günther Oettinger  
Member of the European Commission, Digital Economy and Society, Belgium  

Holger Volland  
Vice President, Frankfurt Book Fair, Germany  

Michael Bhaskar  
Co-Founder and Publishing Director, Canelo Publishing; Author, UK  

Steffen Meier  
Head of product innovation and –marketing, readbox publishing GmbH, Germany  

François Pernot  
CEO Comics and Animation Division of the Media-Participations Group, Belgium

---

10.30 – 11.00 AM  
**Why Print is not dead!**  
**Frankfurt Book Fair Business Club**  
**Hall 4.0, Business Club Stage**

In today’s fragmented media world the natural strengths of print media, its tactile, tangible nature becomes more important than ever. Print media organisations can therefore profit more than ever from the digital revolution. Tyler Brûlé is editor in chief of the London based magazine and media outlet Monocle and a long serving weekly columnist with the Financial Times.

**Speaker**

Tyler Brûlé  
Editor in Chief, Monocle, UK

---

11.00 – 11.45 AM  
**Uncensored**  
**Successful project management – myth or reality?**  
**Frankfurt Book Fair Business Club**  
**Hall 4.0, Business Club Stage**

Getting project management right: the magic formula for setting up new publishing projects and optimising existing ones. Project management supports the introduction of systems and triggers the assessment of processes. Thus, it provides the basis for identifying effective strategies for the future. But what is project management really? What expertise do you already have in-house? What further training is necessary? Our experts will share their experiences with you, to help you avoid mistakes and to achieve your goals more quickly. Uncensored and unfiltered!

**Speakers**

Sabine Schubert  
Senior Consultant, Kirchner + Robrecht, Germany  

Julie Holmes  
Director of Business Change, Cambridge University Press, UK

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  [https://voicerepublic.com/users/frankfurter-buchmesse](https://voicerepublic.com/users/frankfurter-buchmesse)
2.00 – 2.30 PM
Capitalizing on digital disruption: business case studies
PressReader
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

PressReader is a Canadian company that’s disrupting the entire newspaper and magazine industry. In this session we’ll use specific case studies to show you how businesses worldwide have thrived after adopting an innovative, game-changing model that delivers premium newspaper and magazine content to their patrons and customers. Through case studies on academic and public libraries, global hotel chains, major airlines, cruise lines and more, we’ll show you how the changing face of digital newspaper and magazine opens up huge opportunities for businesses everywhere.

Speaker
Igor Smirnoff
Chief Commercial Officer, PressReader, Canada

3.00 – 3.45 PM
Hug the Alien
Listening for Publishing’s Future
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

“Finding and engaging readers today is far more complicated than it was a decade ago. How will your book be discovered? We have some answers.” says JIM BRYANT, CEO, Trajectory Inc., Boston.

“In this day and age, it is important to bring a modern and contemporary experience to reading and to align with the changing environment of how people are consuming and reading books. Through carefully adding electronic arts and entertainment media to the reading experience - but ensuring the reading experience comes first - Booktrack is the only reading enhancement delivered while you read.” says Paul Cameron, Co-Founder and CEO, Booktrack.

With a mix of interviews, conversations, and demonstrations – 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 production. Meet the people behind the products, services, and organizations that are changing and inspiring our industry. Witness synergies that were unthought-of a couple of years ago. Discuss the future of publishing and be there when the borders are blurring and new ideas are growing on the old cut surface.

Speakers
Jim Bryant
CEO, Trajectory Inc., Boston, US
Porter Anderson
BA, MA, MFA, journalist, speaker and consultant, US
Scott Beatty
CCO, Trajectory Inc., Boston, US
Paul Cameron
Co-Founder and CEO, Booktrack, New Zealand
4.00 - 5.00 PM
Speed-Dating
**Speed-Dating of the startup club of the German Publishers and Booksellers Association**
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Networking Table

These ideas are looking for investors: Startups get in touch with publishers, booksellers and further enterprisers.

60 minutes, 6 startups and 6 enterprisers make...? 36 interesting pairings, which break the ice between old and new economy in the bookmarket. Startups, which offer products or services for the bookmarket, have the chance to present themselves and establish important business contacts. On the opposite side the enterprisers get to know innovative and new business models, in which to invest could be worth a thought.

5.00 - 5.30 PM
Two to Talk
**Expands Senses**
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Networking Table

Two personalities form two completely different parts of the world of media and entertainment are discussing the most important topics of the media industry. Be prepared for a very special chain letter.
The Frankfurt Book Fairs all media platform StoryDrive and the B3 Biennial of the Moving Image, are joining hands to announce Two to Talk “Expands Senses”. The goal of this format is to foster the exchange between the creative industries.

5.30 - 6.00 PM
Wrap-up & Get-together
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Your day at the Fair is nearly over, you had wonderful discussions, found inspiration and you have a notebook full of follow-up recommendations. But still you have the feeling that the day was not long enough, and that there is so much more to learn and know? Then you should join us every evening at 5.30 pm for our little wrap-up session, where we summarize the day for you. After this we invite you to a glass of wine at the Business Club get-together. Come to network with colleagues, meet old and new friends and enjoy the relaxed atmosphere.

**Speakers**
The Business Club Team and special guests

**Speakers**
- Vinutha Mallya
  Principal, LineSpace Consulting, India
- Wolfgang Brehm
  Attorney at Law, co-founder of Brehm v. Moers, Germany
- Anna Katharina Gerson
  Head of Programme & Festival Coordination and Marketing, B3, Germany

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Auch als App für iOS und Android:
Saturday

17

October 2015
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<td>Nice to meet you. Speed dating with Publishing Experts</td>
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SUBJECT TO CHANGE
12.00 – 12.45 PM
Young Professionals Day – Keynote
Trends and new opportunities in publishing
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

The book industry is subject to constant change, reading habits vary, stories and content reach their readers in various ways and on multiple devices—challenging booksellers and publishers alike, but also opening up new possibilities. Sounds dull? Yet the future looks bright and we can co-create our working environment more than ever.

In her keynote, Katja Splichal gives us insights in her publishing company Eugen Ulmer und talks on the opportunities in publishing for those, who like to be part of that change.

> This event will be held in German.

Speaker
Katja Splichal
Head of Online and Software Engineering/Managing Director, Eugen Ulmer Publishers, Germany

1.00 – 2.15 PM
Young Professionals Day – Workshop
Confident at your next job interview – professional tips for career starters
Frankfurt Book Fair Business Club
Hall 4.0, Business Club Stage

Looking at best practices this workshop gives you insights on how best to prepare for your next job application, and what companies are looking for in potential candidates.

Should you rather apply for a job online or send in a portfolio? How to come across as natural, but professional at your job interview?

> This event will be held in German.

Speakers
Sandra Wegner
Junior Sales Manager, PIPER Verlag, Germany
Anja Paquin
Consultant Digital Media, Bommersheim Consulting, Germany

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2.30 – 3.30 PM  
Young Professionals Day – Speed Dating  
Speed dating with Publishing Experts  
Frankfurt Book Fair Business Club  
Hall 4.0, Business Club Stage

You would like to know, what kind of jobs are offered in the book industry and what is required of job applicants today? Get answers to all your urgent questions on how to start a career in publishing and meet other young professionals.

The speed dating gives you the opportunity for career talks with publishing experts and executives away from the book fair’s buzz.

> This event will be held in German.

Speakers

Dr Sabine Baumann  
Editor, Schöffling & Co, Frankfurt, Germany

Judith Haschka  
Offenbach-Post Media Group, Executive Assistant, Germany

Katja Splichal  
Head of Online and Software Engineering/Managing Director, Eugen Ulmer Publishers, Germany

Ursula Rosengart  
CEO, Gabal Verlag, Germany

Nadja Mortensen  
Sales & Marketing Manager eBook, Verlagsgruppe Edel, Germany

Fabian Benkert  
Director Creative Solutions, Vogel Business Media, Germany

Colin Lovrinovic  
Chief Content Officer beam AG, Germany

Karin Herber-Schlapp  
Acquisitions Editor, S. Fischer Verlage, Germany

Bernhard Fetsch  
Managing Director Sales & Marketing, Droemer Knaur Publishing Group, Germany
Countries have borders. Stories don’t.

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StoryDrive is the international forum for trends and innovation in the media and entertainment industries, held annually at the Frankfurt Book Fair. Having started in 2010, StoryDrive has consistently showcased innovative narrative concepts, cutting-edge mediums, future-forward cross-media extrapolations, and has defined the parameters for the evolving media business of tomorrow. In 2015, StoryDrive will be held as part of the Frankfurt Book Fair’s Business Club.

THURSDAY, 15.10.2015

10.00am – 11.00am
KEN FOLLETT - THE PILLARS OF THE EARTH: FROM THE NOVEL TO A GAME

Hall: 4.2 Room Dimension

Ken Follett’s historical novel The Pillars of The Earth was first published in 1989 and became one of the world’s bestselling books. Now, Daedalic Entertainment is designing the first official video game based on the novel. At the Frankfurt Book Fair 2015 the participants will introduce the game and talk about its development. They will show screen shots of the game and explain the motivation behind the graphic style and art direction.

Speaker: Ken Follett, Author; Carsten Fichtelmann, Daedalic; Marco Schneiders, Bastei Lübbe

11.00am – 11.45am
UNCENSORED: CROSSMEDIA - IS IT WORTH THE MONEY?

Hall: 4.0 Business Club Stage

The wide variety of potential media and non-media-based approaches to content presentation constitute the great hope for publishers. But these new applications often mean costly investments. Drawing on their successes and failures, our experts point out the pitfalls that might await you as you introduce new strategies.

Speaker: Mareike Hermes, Carlsen Verlag; Jerome Goerke, Wivern Digital
Moderator: Sabine Schubert, Kirchner & Robrecht
11.00am – 1.00pm
BIG STORIES FOR SMALL PEOPLE - CROSSING BORDERS IN THE LOWLANDS

Hall: 4.C Room Entente

These morning sessions will examine classical picture books vs recent new media projects. Main guest is the Dutch illustrator Thé Tjong-Khing. Case studies will be presented from the Netherlands, Belgium and Germany: Picnic with cake, Professor S. and Ziggy and the Zootram. It will be wrapped up with a conversation about do’s and don’ts in children’s book adaptations.

Speaker: Thé Tjong-Khing, Author; Bruno Felix, Submarine; Jan von Meppen, LudInc; Mark Mertens, Director & Producer; Leo Timmers, Illustrator; Katharina Reschke, Author; Tamara Bos, Author

Moderator: Christophe Erbes

02.00am - 3.30am
DUTCH BOOKS ON SCREEN - FIRST LOOK ON THE LOWLANDS

Hall: 4.C Room Entente

This afternoon session will present a row of high profile book adaptations from the Netherlands: Public Works (Topkapi Films), Boy 7 (Lemming Film), No more sleep (KeyFilm).
The session will be closed with an interview with Arnon Grunberg.

Speaker: Frans van Gestel, Topkapi Films bv; Arnold Heslenfeld, Topkapi Films bv; Leontine Petit, Lemming Film, Boy 7; Hans de Wolf, KeyFilm; Arnon Grunberg, Author; Dieter Kosslick, Director, Internationale Filmfestspiele Berlin, Berlinale

Moderator: Sarah Meuleman

3.00pm - 3.45pm
HUG THE ALIEN - HARDCORE BOOK FAN HUGGING

Hall: 4.0 Business Club Stage

The "Hug the Alien" sessions will introduce you to some of the most creative minds in the world of media production. Meet the people behind the products, services and organizations that are changing and inspiring our industry. Discuss the future of publishing and be there when new ideas are growing.

Speaker: Michael Bhaskar, Canelo Publishing; Porter Anderson, TheFutureBook; Naomi Bacon, Pan Macmillan

3.30pm - 5.00pm
MATCHMAKING SESSION FOR PUBLISHERS AND FILM PRODUCERS FROM GERMANY, FLANDERS AND THE NETHERLANDS - CROSSING BORDERS IN THE LOWLANDS

Hall: 4.C Room Entente

In this speed date session publishers and film producers from Germany, Belgium and the Netherlands will meet, greet, exchange and discuss new titles for screen adaptations.

5.00pm - 5.30pm
TWO TO TALK

Hall: 4.0 Business Club Networking Table α.

The creative industries are the motor of innovation of all kinds and essential for future growth. The B3, the Biennial of the Moving Image, and StoryDrive, the Frankfurt Book Fair's all-media platform, will bring together two thinkers and visionaries from various parts of the creative industries. Join us! You can choose just to listen to the discussion or even get actively involved in it.

Speaker: Jayapriya Vasudevan, Jacaranda Literary Agency

Moderator: Katharina Gerson, B3 Biennale des bewegten Bildes
The Frankfurt Book Fair and New European Media (NEM) are presenting the Technology and Media Forum 2015.

New European Media (NEM) is a European technology platform for connected, converging and interactive media and creative industries.

Thursday, 15.10.2015
New European Media (NEM) Communities day

10:00 AM – 11:00 AM / 11:00 AM – 12:00 PM
Guided Tour
Meeting Point. Business Club
NEM Summit tour @ Hot Spots: a guided tour to the Frankfurt Book Fair’s digital innovation Hot Spots / NEM Summit tour @ Classroom of the Future: technology and education tour.

02:00 PM – 06:00 PM
NEM 20th General Assembly
Hall: 4.C Room Concorde
The New European Media (NEM) General Assembly is an opportunity to network & discuss a Public Private Partnership (PPP) on Immersive & Interactive Content Jean-Dominique Meunier, NEM Chairman, Technicolor; Enrico Turrin, Federation of European Publishers; Pierre-Yves Danet, Orange; Albert Gauthier, European Commission, DG Connect, Unit G2, Creativity and many more.

02:00 PM – 05:30 PM
NEM Summit Investment Forum
Hall: 3.C Room Facette

Panel – Access to Finance for digital media and publishing companies
In the framework of the WeHubs project – the first European Network of Women Web Entrepreneurs Hubs – H2020 programme.
Tanja Emmerling, High-Tech Gründerfonds; Susan Simnet, Angel Academe, London; Dagmar Bottenbruch, Angel Investor

03:00 PM – 05:30 PM
Investment Pitch
10 European startups (innovative and scalable business model; seeking up to 1,5m€) will pitch to a gender-balanced panel of European media & creative industries investors.
Moderation: Thierry Baujard, CEO, Media Deals

05:00 PM: Closing remarks and Networking
Friday, 16.10.2015

09:00 AM – 5:00 PM
NEM Vision Day
Hall: 4.2 Room Dimension
The annual NEM Summit will be held in 2015 at the Frankfurt Book Fair - aiming to invite the publishing industry to partake in NEM's European innovation ecosystem.

09:00 AM 09:45 AM
Opening and welcome

09:45 AM – 10:15 AM
The magic of being a start-up in the publishing sector: Key innovators tell their tale about their immersion in the new publishing scene
With publishing entrepreneurs from UK (Michael Bhaskar, Canelo) and Germany (Steffen Meier, readbox), moderation: Holger Volland, Vice President Frankfurt Book Fair

10:15 AM – 10:45 AM
The magic of digital in transmedia storytelling
François Pernot, CEO Comics and Animation Division of the Media-Participations Group, Belgium

11:00 AM – 11:30 AM
The European Digital Agenda of Content
Günther Oettinger, Member of the European Commission responsible for Digital Economy and Society, Belgium

11:30 AM – 12:00 PM
The Digital media market trends
Jaques Bajon, Idate, France

12:00 PM – 12:45 PM
The digital era, a new age of humanity
Richard Nash, serial entrepreneur and strategist, USA

12:45 pm – 1:30 pm: Networking lunch

1:30 PM – 2:00 PM
The creative industry challenges in Europe
Albert Gauthier, Scientific Officer, Directorate General Connect at European Commission Unit G2/ Creativity Unit, Luxemburg

2:00 PM – 2:30 PM
The Quantified Learner: little stories about me, a big story about us
Chris Sizemore, BBC, Head of Product Knowledge & Learning, UK

2:30 PM – 3:00 PM
The magic of immersivity and Interactivity: a visionary from the technology side

3:00 PM – 3:45 PM
Boosting innovation: Cooperations between the publishing sector & research institutions in Europe.
Holger Volland, Vice President Frankfurt Book Fair, Germany; WAN-IFRA, Germany
Moderation: Nina Klein

3:45 PM – 4:15 PM
Industry 4.0 & publishing

4:15 PM – 4:45 PM
The magic of immersivity and interactivity in storytelling
Sky Europe

4:45 PM – 5:00 PM
Closing remarks
Jean-Dominique Meunier, NEM Chairman & Executive Director, Technicolor

http://nem-initiative.org/nem-summit
Note: programs under final finalization and subject to slight changes.

Contact: Nina Klein, klein@book-fair.com
Glossary

Ask The Expert
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.

Group Therapy For Entrepreneurs
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. Whether you’ve a start-up about to fail, or a start-up about to grow so fast you’re terrified, whether you’re trying to initiate a new project in a large corporation and don’t know how to manage a complex political situation, we’re here to help. Just fired? Need to fire someone?

Hug The Alien
A mix of 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.

Speed Dating
These ideas are looking for investors: Startups get in touch with publishers, booksellers and further enterprisers. 60 minutes, 6 startups and 6 enterprisers make...? 36 interesting pairings, which break the ice between old and new economy in the bookmarket.

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.

Two To Talk
The goal of this format is to foster the exchange between the creative industries. Two personalities from two completely different parts of the world of media and entertainment are discussing the most important topics of the media industry. Be prepared for a very special chain letter.

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.

Wrap-Up & Get Together
Your day at the Fair is nearly over, you had wonderful discussions, found inspiration and you have a notebook full of follow-up recommendations. But still you have the feeling that the day was not long enough, and that there is so much more to learn and know? Then you should join us every evening at 6pm for our little wrap-up session, where we summarize the day for you. After this we invite you to a glass of wine at the Business Club get-together.
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Brian Eno, Gary Hill, Clare Langan, Laurie Anderson, Yuri Ancarani, Anton Corbijn, Yves Netzhammer, Lynn Hershman Leeson, Xu Bing, William Lamson, Kate Cooper, Federico Solmi, ...
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Meet our official Business Club Ambassadors during the Frankfurt Book Fair:

**Irina Gusinskaya**
Alpina Publisher, Russia
@Irina_trushina

**Alastair Horne**
Cambridge University Press, UK
@Pressfuturist

**Emma House**
Publishers Association, UK
@Emmamhouse

**Gareth Howard**
Authoright, UK
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