

CONTENT FORUM SCHEDULE

SUNDAY MAY 14

5:00 PM

Registration Opens

6:00 - 7:30 PM

Opening Networking Reception

with [Ed Tech Industry Summit](#) and [Software Strategy Summit](#) conference attendees

MONDAY MAY 15

7:30 - 8:15 AM

Registration & Continental Breakfast

8:15 - 8:30 AM

Opening Remarks

[Ed Keating](#), Vice President, Content Division, SIIA

[Ken Wasch](#), President, SIIA

8:30 - 9:30 AM

Opening Keynote

Journalism and Technology, Technology and Journalism

[Robert Merry](#)

President and Publisher, Congressional Quarterly and noted author of books on American journalism, politics and foreign policy

A look at the dynamic evolution of American journalism and the role of technology in both fostering and destroying particular journalistic models, as well as the publications that put forth those models. Merry will inspect the republic's early pamphleteers, the rise and fall of mass circulation newspapers and magazines, the vibrancy of niche publishing, and the emergence of the web -- all affected by such technological developments as high-speed printing, the teletype, the 35-millimeter camera, air transport, television, and of course the crushing breakthrough ascent of the Internet.

9:30 - 10:30 AM

Case Study

The Birth of a Content Product: Choosing a Path for Product Development

The process of creating a content product still relies on the basics of understanding how content, technology and people interact to create value in the minds of an audience. But the matrix of product and market attributes against which a great idea for a content product must be measured is becoming more complex. A full range of considerations must come into focus, including deciding which content creators, content types, business models, monetization models, markets, distribution channels, platforms and users are going to be targeted.

This session looks at innovators in content product production that have chosen new paths for tried and true content products and have learned how to adapt new ideas for content products to traditional markets.

These approaches include:

- Adapting core content and competencies to broaden market penetration
- Layering in technology to change the functionality and usage of existing content

- Transforming the customer into the producer by supplying the content and enabling the customer to generate the product with it

Moderator:

[Teri Mendelsohn](#), Principal, Mendelsohn Consulting

Panelists:

[Todd Colletti](#), Director – Product Planning, CNet Games and Entertainment

[CJ Rayhill](#), Chief Information Officer, O'Reilly Media

10:30 - 11:00 AM

Break

11:00 AM - 12:00 PM

Let Your Customers Tell You What Works: Mining User Data

Your product team has an innovative idea for a new product they would like to introduce to your customers. They have brainstormed various solutions, spoken to the experts to get their opinions and have shown a few prototypes to some of your existing customers. But how can you be certain that this great idea is going to resonate with your customers and be successful? Let your customers tell you what works. This panel will focus on case studies that outline unique ways you can integrate your customers into your product development cycle and how they can help you make better decisions.

- The benefits and pain of A/B testing
- How customer focused is your process? Including your customers in the product development cycle.

Moderator:

[Arthur McKinley](#), Vice President – Strategic Alliances, Boonty, Inc.

Panelist:

[Max Garrone](#), Vice President – Operations, Salon.com

[Karyn German](#), Vice President – Product Development and Support, NewsGator

[Matthew Roche](#), Co-Founder & CEO, Offermatica

12:00 - 1:00 PM

Networking Lunch

with [Ed Tech Industry Summit](#) and [Software Strategy Summit](#) conference attendees

1:00 - 1:45 PM

Rapid Deployment of your Content Assets: Three Approaches to Developing Information Products

To remain competitive, information providers are constantly looking for ways to create compelling content that differentiates them from their competition, add new content revenue streams through acquiring or launching new titles, expanding into online markets and developing rich data products. This session will focus on three approaches companies often employ: Building new products from scratch, Buying someone else's product and bolting it on, and "Enhancing" existing products for sale to new markets.

By sharing industry examples of successful projects this session will create a roadmap to help you evaluate how to successfully implement one or more of these approaches.

- "New Construction" Build from scratch
- "Buy and Bolt" Acquire products and merge into existing offering
- "Refurbish & Repurpose" Enhance and renovate existing products for new markets sectors.

Moderator:

[Thad McIlroy](#), President, Arcadia House

Panelists:

[Jonathan Clark](#), Executive Vice President Technology, Health Science Division, Elsevier
[Renny Ponvert](#), President, Hemscoff, Inc.

1:45 - 2:30 PM

Editorial and Everyone Else: How can you work with these people?

Products often get designed with little or no consideration of what it will take to build them. Salespeople sometimes sell what you don't have rather than what you do have. Marketing creates a wonderful brochure promising what you can't deliver. And Editors sometimes put their heads in the sand and see their role as simply building what someone else has defined. How can publishers ensure that editorial (aka content, production) is integrated into the product development process? What are some best practices companies can employ to avoid the disconnects that occur when the right hand doesn't know what the left hand is promising?

- How should Editorial be involved in the product conception process?
- How should Editorial and Technology best work together to create the best product possible?
- How can Editorial best support the marketing and sales process once the product has been created?
- What do savvy companies with successful new products know that the rest of us could learn?

Moderator:

[Tim Miller](#), Vice President and General Manager – Financial Markets, The 451 Group

Panelists:

[Dave Callaway](#), Editor-in-Chief, MarketWatch

[Elizabeth Osder](#), Senior Director / Product, Yahoo!News

[Gina Piarulli](#), Internet Product Design Manager, J.J. Keller & Associates, Inc.

2:30 - 3:00 PM

Break

3:00 - 3:45 PM

Outsourcing/Insourcing: Are Economies of Scale the Holy Grail?

Your CFO rips apart your P&L because your costs do not meet "corporate thresholds". You are then left to figure out ways to reduce costs to hit targets. What choices do you have and what impacts will your decisions have as you contemplate outsourcing tasks like data collection, editorial, software development and distribution.

This case study session will provide you with a decision making and evaluation framework to help you decide when to pursue these options: Topics include:

- What hidden costs creep in when you outsource?
- How do you maintain quality control when your partners are 8 time zones away?
- What are the strategic benefits to insourcing?
- How to make sure your partner does not become a competitor.

Moderator:

[Randy Marcinko](#), Chief Executive Officer, Marcinko Enterprises

Panelists:

[Peter Hause](#), Vice President – Business Development, Javien Digital Payment Solutions, Inc.

[Krish Menon](#), Vice President – Technology, The NewsMarket

[Chandu Nair](#), Director and President, Scope e-Knowledge Center Private Limited

3:45 - 5:00 PM

Technology: Transforming the Way Businesses Do Business

Technology is rapidly changing the way content products are created, discovered and consumed. New technologies, standards and practices are emerging and evolving constantly. This session will cover the new content technologies, standards, trends and practices including:

- **Tagging** represents a whole new way to position products and define categories.
- **Blogging** user generated content – mainstream or fad?
- **Wikis** allow anyone to edit the content. Who's the editor?
- **Web 2.0** replaces desktop computing applications. How will this impact the convergence of content and software?
- **Mashups** combine content from more than one source by using APIs. Are your API's mash-up ready?

Moderator:

[Charlene Li](#), Principal Analyst – Devices, Media & Marketing, Forrester Research, Inc.

Panelists:

[Kevin Rose](#), Founder, Digg.com

[Ben Elowitz](#), Chief Executive Officer, wetpaint.com

[Marissa Levinson](#), Director – Business Development & Sales, Six Apart, Ltd.

[Joshua Schachter](#), Founder, del.icio.us

[Bret Taylor](#), Product Manager – Developer Programs, Google, Inc.

5:30 - 7:00 PM

Networking Reception at Harry Denton's Starlight Room

Enjoy fantastic panoramic views of San Francisco from the top floor of the renown Sir Francis Drake Hotel. You'll network with Content Forum and [Software Strategy Summit](#) conference attendees.

Sponsored by Softrax and Uniloc USA, Inc.

TUESDAY MAY 16

7:30 - 8:30 AM

Registration & Continental Breakfast

8:30 - 9:30 AM

Opening Keynote

Dealing with Darwin: Meeting the Challenges of a Digitizing World

[Geoffrey Moore](#)

Best-selling author, Managing Director of TCG Advisors, and Venture Partner at Mohr Davidow Ventures

9:30 - 10:45 AM

Sales, Marketing and Distribution in a Fragmented Market

The mass media market is eroding. The major television networks, key print publications, Web portals and even dominant vertical sites are being displaced. Technologies such as digital cable, digital video recorders, blogs, podcasts, RSS, search engine marketing, and behavioral targeting are dividing audiences into smaller and smaller segments. This session will address how information companies in the consumer and business-to-business markets are pursuing sales, marketing and distribution in this new world. In a panel format, we'll hear real life experiences and best practices from representatives of leading companies.

The panel will address these, and other, issues:

- Evaluating the effectiveness of new technologies as sales channels
- Understanding the cost effectiveness of new technologies in delivering customers
- Addressing the operational challenges of marketing to narrowly defined segments
- Defining the role of mass media in helping marketers reach discrete audiences

Moderator:

[Tolman Geffs](#), Managing Director, The Jordan, Edmiston Group

Panelists:

[Neil Ashe](#), Senior Vice President – Strategy and Development, CNET Networks

[Clayton Rose](#), Vice President – Business Development, Internet Broadcasting

[Greg Zorthian](#), Vice President – Circulation, Financial Times

10:45 - 11:00 AM

Break

11:00 AM - 12:00 PM

Advertising: New Ad Models and Techniques for Web Content

Advertising has supported the generation and distribution of content for centuries - in newspapers and magazines, on radio and television. After an initial burst of enthusiasm, it seemed like advertising didn't quite work on the internet. The economics proved faulty and the techniques unappealing. Old media was still king. But necessity has once again revealed itself the mother of invention.

New ad methods that are tailored to the web - with elegant technical underpinnings and ever-more-creative veneers -- have grown so effective they are now draining revenues from those same print and broadcast properties.

Moderator:

[Ken Sonenclar](#), Managing Director, DeSilva & Phillips

Panelists:

[Tom Bedecarré](#), Chief Executive Officer, AKQA

[Richard Barker](#), Chief Executive Officer, Kitmondo Ltd

[Brett Brewer](#), President, AdKnowledge

[David Hills](#), President & Chief Executive Officer, LookSmart

12:00 - 12:45 PM

Networking Lunch

12:45 - 1:30 PM

Luncheon Keynote

[Chris Anderson](#)

Editor-in-Chief, *Wired* and Author of "The Long Tail"

1:30 - 2:30 PM

Licensing Models, Distribution Strategies and Negotiations that Work

You're considering licensing your content, are evaluating distribution partners and now need to determine an appropriate licensing model. This session will be a lively role-playing case study of a negotiation between content licensor and distribution partner/licensee. As the negotiation progresses, the moderator will stop at various intervals to ask the licensor and licensee:

- Why are you at the negotiating table (i.e. why do you want to license content)?
- How does this negotiation fit into your overall licensing strategy? What is that strategy?
- What types of licensing models are you considering?
- How have you prepared for the negotiation?

- What are your measure(s) of success?
- What happens if negotiations fail?
- How will the relationship look a year after the deal is closed? Two years? Five years?

The moderator will ask the audience to participate with Q&As throughout the negotiation to offer their own insights and experiences to the role -players to help conclude a successful negotiation, followed by a final conclusion that highlights key learnings and take aways.

Moderators:

[Jonathan Hoy](#), Strategic Alliance Manager, LexisNexis Group
[Randy Marcinko](#), Chief Executive Officer, Marcinko Enterprises

Panelists:

[Marcia Taylor](#), Content Development Manager, Business Wire
[Larry Schwartz](#), President, Newstex

2:30 - 3:30 PM

Search Workshop for Publishers

Congratulations! You've identified a promising market and developed a compelling content product. But are your potential customers actually finding your offerings online? Today search engines are the norm for discovering content. In professional endeavors and personal lives it all starts with the search. In this workshop, you will look through the lens of the information buyer to discover whether your Web landing pages are actually working. And you will learn why search engine marketing is so powerful—it is one of the few forms of marketing that puts your message in front of a buyer at the point of interest, rather than interrupting their day with TV advertisements, telemarketing, or email offers.

Learn how to harness the power of search engines to drive more revenue faster:

- Findability—search strategies from the buyer perspective
- Selecting effective words and phrases to attract buyers
- Building compelling Web landing pages to facilitate a transaction
- Putting it all together with a search engine marketing plan

Instructors:

[Jean Bedord](#), Senior Analyst, Shore Communications, Inc.
[David Meerman Scott](#), Principal, Freshspot Marketing, LLC

3:30 - 3:45 PM

Break

3:45 - 4:45 PM

Intellectual Property: Secondary Licensing – Realizing the Full Value of your Content

You've created and licensed your content and now it is in the hands of your customer. The good news is your content is out there. The bad news is your content is out there. Since it is easier than ever for content consumers to use, copy and share your content with others, how do you turn this challenge into an opportunity?

Content industry experts will participate in a moderated discussion on the best practices for managing intellectual property rights while realizing the full value of your content assets.

- Discover how aggregators make it easy for their customers to re-use content while protecting the property of the rights owner.
- Become expert at facilitating easy re-use of your materials and realize real revenue from license, reprint and e-print sales.

- Hear about the latest trends and technology around managing digital rights.

Moderator:

[Ed Colleran](#), Senior Director – Rightsholder Relations, Copyright Clearance Center

Panelists:

[Dawn Conway](#), Vice President – Content & Business Development, LexisNexis Group

[Richard Geiger](#), Library Director, The San Francisco Chronicle

[Heather Mars](#), Director of Content Management and Counsel, Dow Jones Licensing Services

[Mike O'Donnell](#), Founder, Chairman and CEO, DataDepth Corporation

4:45 - 5:30 PM

CEO Endnote Panel

A panel of CEOs that represent winners or current finalists for the SIIA's prestigious Codie Awards will discuss what it takes to create award winning products, as well as share insights on product strategies and managing the product lifecycle.

Moderator:

[Ed Keating](#), VP Content Division

Panelists:

[Steve Fadem](#), President and Chief Executive Officer, The Relegence Corporation

[Dwayne H. Spradlin](#), President, Hoover's, Inc., a subsidiary of D&B

[Al Wasserberger](#), Chief Executive Officer, Intellect, Inc.

7:00 - 12:00 AM

[21st Annual SIIA Codie Awards Gala](#)

Premier Sponsor of the Content Awards Gala - The Jordan, Edmiston Group, Inc.