

8:30	9:30	Conference Registration, Coffee and Small Breakfast, Sponsor Exhibition
9:30		Welcome & Agenda <i>(Shawn Duffy, Managing Director WoodWing USA)</i>
9:35		Keynote: Best of Times! <i>(Hans Janssen, CEO WoodWing Software)</i>
9:50		Keynote: Enterprise 7 and the iPad <i>(Erik Schut, President WoodWing Software)</i>
	10:05	
10:05	10:15	Sponsors and Business Partners Introduction
10:15		Keynote: Time's approach <i>(Mitch Klaif, CIO of Time Inc.)</i>
	10:55	
10:55	11:25	Coffee Break in main Gallery, Sponsor Exhibition
11:25		Keynote: Delivering Immersive Publishing Experiences: Publishing at a Crossroads <i>(Gary Cosimini, Business Development Manager, Adobe Systems Inc.)</i>
	11:55	
11:55		Enterprise 7 - High-fidelity publishing <i>(Victor Cardoso, WoodWing evangelist)</i>
	12:30	
12:30	13:30	Lunch in main Gallery, Sponsor Exhibition

Welcome and Agenda

Shawn Duffy stepped into the role of managing director at the start of 2009. Previously he was Vice President of Business Development for WoodWing USA. He received a degree in journalism from Central Michigan University, and for the past 20 years has worked with publishers around the world. Duffy brings an impressive resume with him to the Managing Director position.

Best of Times!

Having raised the question whether the industry was facing the best of times or the worst of times during last year's WoodWing conference, Hans will share why he is now convinced it's the best of times. An overview of WoodWing's recent developments will support that statement.

Hans Janssen has more than 20 years of experience in the publishing industry, both on the technical and business end. Janssen has been working as Director of IT for Telegraaf Media Groep. Before that he was technical director for Mediasystemen. Janssen is one of the founders of WoodWing Software and has stepped into the role of CEO since August 1st, 2007.

Enterprise 7 and the iPad

To keep in pace with the rapidly changing publishing industry, WoodWing's product roadmap is jam-packed with new releases. See what's cooking in WoodWing's kitchen, and attend the first public appearance of the new publishing tools for Apple's iPad.

Erik Schut is President and co-founder of WoodWing Software. He has more than 15 years of experience in developing state-of-the-art solutions for the publishing industry. His thorough understanding of the publishing industry combined with the latest technology and creativity result in best-of-class solutions.

Time's approach

Time Inc. currently publishes 115 magazines and 40 branded websites. It has also launched more than 30 mobile products along with various feeds, tweets and integrated social network content. With digital magazines on the horizon, Time Inc. needs to implement content creation solutions that will allow its journalists and editors to efficiently create and present content for all of its content streams. Mitch Klaif will present this challenge and offer creative solutions.

Mitch Klaif is Senior Vice President and Chief Information Officer of Time Inc., the publishing subsidiary of Time Warner. With oversight for information technology throughout Time Inc. worldwide, he is responsible for technology and e-commerce for more than 115 magazines, 40 branded websites and Time Inc.'s direct marketing businesses. On a corporate level, Klaif is a member of the Time Warner CIO Council, whose members include the CIOs of HBO, Time Inc., Turner Broadcasting/CNN and Warner Brothers.

Delivering Immersive Publishing Experiences: Publishing at a Crossroads

Publishers are experiencing a shift from content to "content PLUS experience", and need differentiated experiences to build value and audiences. At the same time, publishers want flexibility to optimize business models, to avoid vendor lock-in, and to retain ownership of reader. To deliver audiences cost-effectively they must leverage existing editorial staff and easily produce content across device types. Finally, publishers want the right content in front of the right readers (and with the right ads). Hear about Adobe's Digital Publishing Solutions for Books, Magazines and Newspapers.

Gary Cosimini is the Business Development Manager for Adobe's new Digital Publishing Group. After joining Adobe in 1992, he helped launch its Acrobat and InDesign product lines. Prior to Adobe, Mr. Cosimini spent 16 years as an art director and technologist at The New York Times.

Enterprise 7 - High-fidelity publishing

What is WoodWing's Enterprise Publishing Platform? Simply the most advanced, agile content management system on the market. In this session, learn what Enterprise offers to publishers around the world; see how it fits into WoodWing's product portfolio; and experience the innovations which will make publishing much easier for you and your users.

Victor Cardoso leads international technology demonstrations and educational sessions for WoodWing Software, promoting the company's innovative approach to cross-media publishing. Victor has 18 years of experience bringing together the needs of individuals and the goals of organizations when implementing automated workflow methods for the new media world.

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Afternoon Program March 3rd, 2010

	Track 1 - Auditorium	Track 2 - Room 8A	Track 3 - Room 8B
13:30	Enterprise for Magazines <i>Victor Cardoso, WoodWing evangelist</i>	Enterprise for Book Publishers <i>Jackie Bedoya, Sheila Magie, Annette Royal Publishing Solutions Group Orlando</i>	Enterprise for Corporations <i>Cloud collaboration for publishers Patrick Becker, President Aysling</i>
14:15	Enterprise and Time Inc. <i>Rick Prue, Lou Vogel, Craig Coffey & Scott Smith, Time, Inc.</i>	Outside the firewall Working with externals/contractors <i>Jeff Gapp, Channel evangelist, WW USA</i>	Brand-oriented publishing - incl. multi-channel, mobile & social media <i>Victor Cardoso, WoodWing evangelist</i>
15:00	Coffee Break in main Gallery, Sponsor Exhibition		
15:30	Outside the firewall Working with externals/contractors <i>Jeff Gapp, Channel evangelist, WW USA</i>	Educational book publisher case study <i>Jackie Bedoya & Annette Royal, Publishing Solutions Group Orlando</i>	Corporate publishing - The next step <i>Patrick Becker, President Aysling</i>
16:15	Brand-oriented publishing - incl. multi-channel, mobile & social media <i>Victor Cardoso, WoodWing evangelist</i>	More and Faster - How to realize great ROI with Enterprise? <i>Shawn Duffy, Managing Director WW USA</i>	Inside Enterprise 7 - integrations and customizations (technical) <i>Jeff Gapp, Channel evangelist, WW USA</i>
17:00	Drinks and finger food in main Gallery, Sponsor Exhibition		

Track 1	Track 2	Track 3
<p>Enterprise for Magazines Enterprise helps publishers face the economic climate with tools that streamline workflows and open new income opportunities. In this session, learn how WoodWing's publishing system specifically addresses the needs of magazine publishers. See how Enterprise features content planning tools, advanced remote tools for staffers, and learn about the changes to Content Station, WoodWing's content management application.</p> <p>Enterprise and Time Inc. In this session, Rick Prue will explain how his imaging and production workflow has changed since the introduction of WoodWing's Smart Connection Enterprise in 2006, including moving the article creation and attaching processes upstream, and generating automated exports to downstream print production, archiving, and repurposing processes. Next, Lou Vogel will review how his business needs have evolved since EW began using Enterprise in 2007, including the use of metadata to automatically generate PDFs and HTML export for editorial review. This review, triggered by automated email distribution of a URL, points to a specific version of the layout and article displayed in a Web browser, which also contains the fully searchable, real-time contents of Enterprise. Finally, Craig Coffey and Scott Smith will describe the back-end systems that have been set up to enable Rick and Lou to change their business processes, as well as the integration challenges they faced; as Time Inc.'s Ken Baierlein once describe it: "It's like changing the wheels on a moving bus."</p> <p>Outside the firewall. Working with externals/contractors Working with writers and contributors from outside your business? In this presentation we will take a look at the different options that are available for working with content creators who are outside of the corporate firewall. Options include automation through Smart Mover, using Content Station to submit content and, of course, using InDesign and InCopy.</p> <p>Brand-oriented publishing - incl. multi-channel, mobile & social media Today's publishers need systems that help them think outside of the traditional publication model. WoodWing's Enterprise system encourages users to organize their information in a brand-centric model that promotes delivery to multiple output channels. In this session, learn the benefits of brand-oriented publishing and the tools Enterprise 7 provides to help publishers achieve this.</p>	<p>Enterprise for Book Publishers Tackling the toughest issues facing today's book production, veteran EL-HI production executives Jackie Bedoya and Sheila Magie will demonstrate how to produce quality content in the book environment using WoodWing's Enterprise System. Bedoya and Magie will be offering insights, best practices and practical advice on the wide range of challenges and issues facing production today. The demo will include how WoodWing's Enterprise System can facilitate a publisher's content development, content delivery for multi-channel distribution, and workflows across vendors and outside contributors.</p> <p>Outside the firewall. Working with externals/contractors. See Track 1</p> <p>Educational book publisher case study The implementation of WoodWing's Enterprise System and the resulting re-engineering of internal processes at two large publishers have created efficiencies in workflow, schedule, resources and budget. Annette and Jackie, will discuss their experiences working with these publishers on how WoodWing's Enterprise System was integrated into the production process and the resulting benefits they have experienced.</p> <p>More and Faster - How to realize great ROI with Enterprise? The landscape is changing rapidly and publishers are faced with a variety of content management and workflow challenges. WoodWing's Enterprise Publishing System offers the scalability and flexibility necessary to overcome all of these challenges. We will share ideas about how to reduce costs, manage content for any destination and breakdown workflow hurdles using Enterprise.</p>	<p>Enterprise for Corporations: Cloud collaboration for publishers Aysling Digital Media Solutions will demonstrate the capabilities of WoodWing's Enterprise 7 in a hosted environment. The project will include remote designers, editors and management collaborating on a project. The time, money and effort saved will be highlighted in each step.</p> <p>Brand-oriented publishing - incl. multi-channel, mobile & social media. See Track 1</p> <p>Corporate Publishing: The next step Traditional publishers have led the way developing technologies that have dramatically improved the quality and efficiency of creating and delivering content to their audience. For over 25 years publishers have cut costs, produced more (and better) content by focusing on automating workflow and improving collaboration. Corporate publishing departments have just begun to adopt these practices and, via a steep learning curve, are finding greater benefits than anticipated.</p> <p>Inside Enterprise 7 - integrations and customizations (technical) Are you curious about what Server Plugins mean to Enterprise and your business? Think flexibility. In this presentation we'll take a look at what a 'Enterprise Server Plugin' is, how to get started building them and some real-world examples of Server Plugins at work.</p>

Bio's
<p>Jeff Gapp has worked with publishers around the world for the past 15 years, and has participated in most of the high-profile integrations of Enterprise in North America. As Channel Evangelist Jeff works closely with WoodWing partners to help represent Enterprise and other WoodWing products in North America.</p>
<p>Rick Prue (Director of Production, Time Inc. News Group) has worked at Time Inc. for the last 21 years and is in charge of managing the New York and Hong Kong Imaging departments where 40,000 edit pages a year are produced. He's also responsible for testing and improving workflows to produce print ready files for delivery to the printing plants along with any other media that may be needed.</p> <p>Lou Vogel is an executive editor at Entertainment Weekly and has been at the magazine for nearly 18 years. He's responsible for coordinating the weekly close, as well as overseeing the copy department and editorial operations staff, workflow, content creation issues and upgrades.</p> <p>Craig Coffey (Director, IT Magazine Application Engineering) has over 15 years of experience designing, building and maintaining the systems that support the many magazine titles that Time Inc. produces.</p> <p>Scott Smith (Senior Director, IT Publishing Solutions) began his professional IT career at Thomson Financial 20 years ago in testing, documenting, and rolling out software, and aside from some time spent producing magazines, he's never really stopped.</p>
<p>Jackie Bedoya, Co-Founder and Vice-President of Publishing Solutions Group Orlando (PSG Orlando) Jackie Bedoya and Sheila Magie co-founded PSG Orlando, a software consulting and support firm. Bedoya works closely with Magie in managing the PSG Orlando's sales, service, and customer relations. With over 20 years of K-12 educational and trade publishing experience at Harcourt, Boyd & Fraser, Little Brown and Pearson, Bedoya has an excellent understanding of the publishing market. Bedoya brings exceptional experience in project planning, workflow processes, technical production, prepress functions, the mechanics of manufacturing, and change management. Bedoya's persistence and attention to detail have helped PSG Orlando's clients improve efficiency in the planning, creation, and delivery of content across all product lines. Bedoya's fluency in multiple languages has enabled PSG Orlando to serve the international market as well.</p>
<p>Sheila Magie, Co-Founder and President of Publishing Solutions Group Orlando (PSG Orlando) With over 20 years of publishing and advertising experience, Sheila Magie understands the critical challenges publishers face today. At one of the largest K-12 educational publishers, Magie implemented moving the traditional paper workflow to an electronic workflow process. Inspired, creative, and resourceful, Magie's outstanding reputation for quality and know-how has allowed our clients to maximize their ROI.</p>
<p>Annette Royal, Director of Sales, PSG Orlando PSG Orlando's clients are working smarter by utilizing new technology. In an effort to focus on that service, Annette Royal has recently joined PSG Orlando as Director of Sales. Royal has a keen understanding of our clients needs: high quality content in a cost effective and efficient manner. Royal's background includes implementing electronic workflows, strategic use and development of full service partners, capacity planning, and rate scales.</p>
<p>Patrick Becker, President Aysling Patrick Becker joined WoodWing USA in 2005 and until 2009 was the top salesperson in both the Traditional and Corporate markets. In 2009 Patrick created Aysling Digital Media Solutions from the Project, Support and Sales team of WoodWing USA to represent the number one publishing solution developer in the world, WoodWing Software. As a WoodWing GOLD Partner, Aysling supports 178 newspaper, magazine, book and corporate clients from its new 24/7 tech facility in Ann Arbor, Michigan.</p>