

# World Newspaper Congress 2011

VIENNA: The 63rd World Newspaper Congress to be held in Vienna, Austria, 12-15 October 2011, with the theme "Taking publishing to the next level," will explore new investment and revenue strategies conceived and implemented by media groups around the globe.

Newspaper companies looking for new investment strategies and revenue streams can learn much from the industry leaders who have already joined the programme.

Eugen Russ, CEO of Voralberger Medienhaus in Austria, is a renowned local market innovator in Europe. Ravi Dhariwal, CEO of *Times of India*, puts the brand in the centre of his strategies and takes equity in start-ups in exchange for advertising and Katharine Weymouth, publisher of the *Washington Post*, grows quality journalism in the transition to an integrated digital and print media world.

They are among the first speakers announced for the Congress and the World Editors Forum, the global meetings of the world's press, to be held from 12 to 15 October following the annual IFRA Expo, the trade exhibition for the newspaper industry. The Newspaper Week events will attract newspaper publishers, CEOs, managing directors, chief editors and other senior newspaper executives to the Austrian capital.

The Congress sessions revolve around:

- the power of branding
- investment strategies
- green publishing
- the "next iPad" and new consumer technologies
- new business models inside and outside the core business
- digital publishing and new digital revenue models
- new models in leadership and talent management.

Other confirmed Congress speakers include:

- Douglas J. Edwards, vice president, Eastman Kodak Company, USA
- Phillip Crawley, publisher and CEO, Globe and Mail, Canada
- Pichai Chuensuksawadi, editor-in-chief, *Bangkok Post*, Thailand
- Dr. Alexandra Förderl-Schmid, Editor-in-Chief, Der Standard, Austria
- Ken Doctor, analyst and author "Newsonomics", USA
- Vasily Gatov, head of RIA Novosti Media Lab, Russia
- Urs Gossweiler, CEO, Gossweiler Media AG, Switzerland
- Ulrik Haagerup, head of news, Danish Broadcasting Corporation, Denmark
- Peter Kropsch, CEO, Austria Press Agency, Austria
- Damian Kudryavtsev, CEO Kommersant Publishing House, Russia
- Mariam Mammen Mathew, COO Manorama Online, India
- Mattias Miksche, CEO, Stardoll, Sweden
- Rolv Erik Ryssdal, CEO, Schibsted, Norway
- Karl Habsburg-Lothringen, Entrepreneur, Austria
- Tom Cummings, Author and Co-Founder Executive Learning Partnership, USA
- Soheil Dastyari, CEO, Gruner+Jahr Corporate Editors, Germany
- Dr. Eva Weissenberger, Kleine Zeitung, Austria

The events, organised by the World Association of Newspapers and News Publishers (WAN-IFRA) and hosted by the Austrian Newspaper Association (VÖZ), will be accompanied by a rich social programme, tours, meetings with local and

international political, business and cultural leaders, and more.

The conference programme and other details can be found at <http://www.worldnewspaperweek.org/>

For more, visit: <https://www.bizcommunity.com>