

WoodWing Next Wave Tour in Johannesburg - all about multi-channel publishing

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In modern communication, publishers and corporates need to reach their readers and customers utilising any publishing channel such as print, online, mobile and tablets. Without a sound multi-channel publishing strategy and appropriate technologies any attempt to implement such an approach will fail. At the stop of WoodWing's Next Wave Tour in Johannesburg on 21 February, speakers from well-known publishers, WoodWing's integration partner Automated Publishing Services, Adobe and WoodWing will share their experience and provide latest news and in-depth information about modern multi-channel publishing and digital asset management. All details and the registration form are available at www.woodwing.com/en/events/nextwave-south-africa.

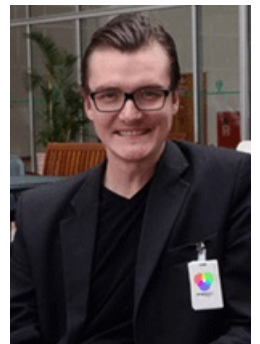


"Readers become customers, customers become readers," said Jeroen Sonnemans, Managing Director WoodWing Europe. "Both publishers and corporates are looking for ways to tap additional sources of revenue and to communicate with their target groups in a more holistic manner. Efficient multi-channel publishing processes and sophisticated digital asset management are the essentials for this new communication approaches."

At the stop of WoodWing's Next Wave Tour - taking place at the FNB Auditorium in Johannesburg on 21 February - high-profile speakers share their strategies and best practices in multi-channel publishing, covering areas such as monetisation and increasing efficiency in production.

The [agenda of the event](#) lists Ryk Benade, Head of Digital Magazine Production Media24 Markets, Alistair Fairweather, General Manager Digital Operations Mail & Guardian, and Roger Risdal, Senior Business Development Manager Digital Publishing Team at Adobe. The agenda is completed by presentations by Tim Cole, WoodWing's product evangelist, and Charles Parrington, CEO of Automated Publishing Services.

A conference ticket, including lunch and drinks, is available for R1250 (\$145). The registration form is available at www.woodwing.com/en/events/nextwave-south-africa.



Ryk Benade, Head of
Digital Magazine
Production Media24
Markets

About WoodWing

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next generation digital asset management system, Elvis DAM. WoodWing's solutions are aimed at helping magazine, newspaper and book publishers, corporate publishers, agencies and marketing departments reach their goals for quality, economy and time-to-market.

WoodWing's publishing system Enterprise - including the editorial management application Content Station - coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels - print, Web, social, smart phones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 90 selected partners in more than 100 countries. WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. Additional information

regarding WoodWing's products and services can be found at www.woodwing.com.

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