

Cashing in on digital success at this year's Beyond the Printed Word

DARMSTADT, GERMANY: Budapest, the capital of Hungary, is the host of IFRA's 16th World Digital Publishing Conference "Beyond the Printed Word", 20 - 21 November 2008. Digital revenue, relevance and reach are this year's hot topics - under the motto "Cashing in on digital success", the key point on the agenda is to take maximum advantage of digital technology.

Beyond the Printed Word provides, once more, paths to solutions through powerful case studies. Latest developments in the digital world and their impact on newspaper publishing houses will be analysed. Topics will cover online and mobile advertising, communities, hyperlocal, partnerships and newspaper alliances, new technologies and possibilities of the digital era for a newspaper house.

Beyond the Printed Word is the meeting place for leading media strategists and decision-makers in the news publishing industry from all over the world. The conference venue is the Novotel Budapest Congress. All presentations will be translated into English, German, French and Spanish.

For more information about the conference Beyond the Printed Word and to register, go to www.ifra.com/beyond.

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