

Early bird discounts for digital magazine media conference

Never before has digital media played such a fundamental role in successful magazine publishing. It is here and here to stay, but as a publisher, how do you really master your strategies for digital success? The first global Digital Magazine Media 2.0 Conference, taking place at the Hanover Congress Centrum in Germany, 14 - 15 March 2007, will tackle these issues, and early bird bookings end on 22 January 2007.

Magazine Media 2.0 will be the first conference in Europe to focus solely on the prospects for magazines, as opposed to other digital publishing conferences which deal mainly with newspapers and other media. This conference is an effort to learn from the successes and failures of magazines globally in addressing the exciting, digital publishing challenge we all confront.

The two day conference is co-sponsored by CeBIT, the world's largest trade fair for digital IT and telecommunications solutions, the International Federation of the Periodical Press (FIPP) and the German Magazine Publishers Association (VDZ),

Confirmed speakers at Magazine Media 2.0 include:

- Dr Hubert Burda, president, Hubert Burda Media and chairman, Verband Deutscher Zeitschriftenverleger (VDZ), Germany
- Rebecca Conroy, director, New Media, BBC Worldwide. UK
- Dr Olaf Gottgens, CMO, Daimler Chrysler, Germany
- Pradeep Gupta, MD, CyberMedia, India
- Ulrik Haagerup, editor-in-chief, Nordyske Medien, Norway
- Mike Hewitt, publishing director, *Management Today*, Haymarket Publishing Group, UK
- David Hill, president, International Publishing Services, IDG Group, USA
- Ruth Jarmul, principal, Quantum Media Associates, USA
- William T Kerr, chairman, Meredith Corporation, USA
- Dr Bernd Kundrun, CEO, Gruner + Jahr, Germany
- Bill Murray, MD, Group Business Information Strategy, Haymarket Publications UK
- Paulus Neef, CEO, Neva Mobile TV for Publishers, Germany
- Didier Quillot, CEO, Lagardère Active Media, France
- Jens Redmer, head of Google Book Search Europe, UK
- Giles Richter, CEO, Mowave, The Netherlands
- Arnaud de Saint Simon, COO, *Psychologies* magazine, France
- Jim Spanfeller, president and CEO, Forbes.com, USA
- Yuko Tanaka, manager, international relations, Nikkei Business Publications, Japan
- Dr Andreas Wiele, president magazines and international, Axel Springer, Germany
- Claus Wüstenhagen, CEO, Vogel Business Medien, Germany

The conference will be held in conjunction with the opening on 14 March of CeBIT, which attracts more than 2500 attendees every year.

The first 100 registrants to Magazine Media 2.0 will receive an invitation to formal opening ceremony of

CeBIT (other registrants will be invited to view the ceremony in an adjacent area by live transmission).

Confirmed participants include:

- Willi Berchtold, president of Bitkom
- Angela Merkel, chancellor of the Federal Republic of Germany
- Patricia Russo, CEO, Lucent Technologies
- Stephan Weil, Lord Mayor of Hanover

Register before 22 January 2007 to take advantage of the early bird booking discount by booking online or downloading a booking form at www.fippdigitalconference.com.

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