

# PROGRAMME

(as of 22 March 2017, SUBJECT TO CHANGE)

DEUTSCHE

FACHPRESSE

VDZ  
Akademie

## Deutsche Fachpresse Publishers' London Tour 2017

**Monday, 27<sup>th</sup> March 2017**

Please note that transport to and from the different venues and meetings is mostly by public transport (Underground/Overground/Train, tickets will be provided); please be on time!



### Individual arrival at hotel and check in:

Park Plaza Victoria London (<https://www.parkplaza.de/london-hotel-gb-sw1v-1eq/gbvictor/hotel>)  
239 Vauxhall Bridge Road, London SW1V 1EQ  
Phone: +44 20 7769 9999

**11.45 am** Meet in hotel lobby (Park Plaza Victoria London) for departure to lunch venue

### 12.15 pm Opening lunch

Gilbert Scott @St. Pancras Renaissance Hotel London | <https://www.thegilbertscott.com/>  
Euston Rd, London NW1 2AR, phone +44 020 7278 3888  
(Tube station: King's Cross)



Steve Newbold, Divisional Managing Director, Financial, Legal and Home Interest Divisions at Centaur Media (<http://www.centaurmedia.com/>), will join us as lunch speaker to provide an overview of the UK B2B market, current trends and developments.

**2.15 pm** IDG UK | [www.idg.co.uk](http://www.idg.co.uk)  
101 Euston Rd, Kings Cross, London NW1 2RA  
(Getting there: walking)



IDG UK is a subsidiary of International Data Group (IDG), one of the world's leading technology media, events and research companies with headquarters in Boston. It is a major technology media company with the largest portfolio in this sector in the UK, with eight brands delivering 89 information products across every media format, including 8 websites (e.g., CIO, Computerworld UK, Techworld), 9 mobile sites, 17 print magazines (including CIO, Digital Arts, Macworld PC Advisor) and publications, 8 digital magazines, 24 mobile apps and 23 events.

IDG UK's brands are delivered through two media groups, IDG UK Enterprise and the Tech Advisor Group, with the former spanning the entire business IT sector and delivering specialist insight and intelligence needed by technology buyers and the latter focusing on the consumer and SMB sector and providing tech buyers and influencers with the guidance needed to get the most of the technology they use. CEO Kit Gould has a track record of introducing many "first-to-market" solutions in the areas of social media, content marketing, vertical ad networks and programmatic & RTB buying and leads the company's exploration of new revenue streams.

**Speaker:** Kit Gould, CEO & Managing Director, IDG UK

### Further reading:

- IDG bags digital excellence award (<http://www.cio.co.uk/cio-career/cio-publisher-idg-uk-bags-digital-excellence-award-3618631/>)
- Kit Gould on native advertising (<https://www.themediabriefing.com/article/idg-uk-ceo-on-native-advertising-in-the-b2b-world>)
- Bio Kit Gould (<http://monetisingmedia.com/portfolio-items/kit-gould/>)

**Contacts:** Jennifer Panse – VDZ Akademie, mobile: +49 151 70424510  
Barbara Geier – BConnects. Barbara Geier Content Services, mobile: +44 7983 242 195



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**4.15 pm**

**THE FINANCIAL TIMES** | [www.ft.com](http://www.ft.com)  
One Southwark Bridge, London, SE1 9HL  
(Tube station: London Bridge)

The Financial Times (FT) is one of the world's leading business news organisations, providing essential news, comment, data and analysis for the global business community. The company was among the first media outlets to introduce paid content, and the FT has now a combined paid print and digital circulation of 737,000, with mobile being an increasingly important channel for the organisation, driving almost half of total traffic.

In September 2015, the FT announced the appointment of Tom Betts as its first chief data officer (CDO), a new position created in recognition of the vital role that data and customer intelligence plays at the FT in order to grow the paper's digital and subscription business. Tom and his team support product development, advertising and audience engagement with data insight and create new tools to democratise the use of data across the business.

**Speaker:** Tom Betts, Chief Data Officer

**Further reading:**

- **How the FT runs on data**  
(<http://www.thedrum.com/opinion/2016/06/23/fts-warning-its-media-rivals-if-youre-trying-play-game-scale-youre-going-lose>)
- **Launch of new analytics tool Lantern by Tom Betts and his team**  
(<http://www.niemanlab.org/2016/03/the-ft-is-launching-a-new-analytics-tool-to-make-metrics-more-understandable-for-its-news-room/>)
- **FT Chief Data Officer on democratising data**  
(<http://www.cio.co.uk/it-strategy/financial-times-chief-data-officer-on-democratising-data-3625397/>)

**Followed by** Return to hotel

**7.00 pm**

**Meet in hotel lobby** (Park Plaza Victoria London)  
**for dinner at Tozi** | <http://www.tozirestaurant.co.uk/>  
(restaurant is on the premises of the hotel)

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**Tuesday, 28<sup>th</sup> March 2017**

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**8.10 am**      **Meet in hotel lobby** (Park Plaza Victoria London)

**PROCUREMENT  
LEADERS**

**9.00 am**      **PROCUREMENT LEADERS** | <http://www.procurementleaders.com/>  
241 Borough High Street, London, SE1 1GA  
(Tube station: Borough)

Procurement Leaders was founded in 2004 and is a global membership-led community providing essential market intelligence and data (procurement intelligence), education (professional development) and networking services (peer-to-peer networking) to the world's top procurement executives and their enterprises. The company is headquartered in London and works with over 600 companies and 23,000 executives in more than 50 countries, equipping them with expert practices and access to a unique global community aimed at uncovering innovations and driving value for organisations. Procurement Leader's B2B portfolio, e.g. the events programme, has been recognised by industry associations such as the British Professional Publishers Association (PPA) who also named the company Business Media Brand of the Year.

**Speaker:**      Alex Martinez, Director & Founder and Nandini Basuthakur, CEO

**Further reading:**

- Procurement Leaders new CEO March 2017 (<http://sigaria.com/procurement-leaders-appoints-nandini-basuthakur-ceo/>)
- Procurement Leaders continues global expansion (<http://sigaria.com/procurement-leaders-continues-rapid-global-expansion-with-new-headquarters-in-london-and-denver/>)
- Procurement Leaders: new breed of B2B publishers (<https://www.themediabriefing.com/article/new-breed-of-b-b-publishers>)

**THE DRUM**

**10.45 am**      **THE DRUM** | <http://www.thedrum.com/>  
23 Curtain Road, London, EC2A 3LT  
(tube station: Old Street)

The Drum is a multiple-award winning, leading niche B2B information provider serving the marketing industry with a print magazine, app, website, newsletter, 23 awards, 7 live events, peer-to-peer learning club, content marketing division, video production and distribution services. The company has grown from a small Scottish publishing house, founded in Glasgow in 1984, into an international player with offices in Glasgow, London, New York and Singapore. thedrum.com is not only the UK's largest marketing website but also the most widely read one in Europe.

**Speaker:**      Diane Young, Co-founder and Managing Director

**Further reading:**

- The Drum co-founder Diane Young on learning curves (<http://www.cityam.com/209466/drumming-success>)
- Diane Young named Publishing Innovator of the Year (<http://www.thedrum.com/news/2014/07/11/drums-managing-director-diane-young-named-publishing-innovator-year-ppa-awards>)
- Podcast with Diane Young on when a magazine company is no longer a magazine company (<https://www.themediabriefing.com/article/tmb-podcast-the-drum-s-diane-young-on-when-a-magazine-company-is-no-longer-a-magazine-company>)

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**Approx.  
12.15 pm**

**Lunch at Rivington Grill Shoreditch** | <https://www.rivingtonshoreditch.co.uk/>  
28-30 Rivington Street, London, EC2A 3DZ  
(Getting there: walking)



**zapnito 1.45 pm**

**ZAPNITO** | <http://www.zapnito.com/>  
18-20 Scrutton Street, London, EC2A 4RX  
(Getting there: walking)

Zapnito was developed to allow expert-led organisations of every type to reclaim the value of their knowledge. Founded by professionals from the media and technology industries, Zapnito is a platform to enable organisations to share, promote and monetize collective expertise. They work with media, professional services firms and other knowledge providers to create expert networks, which enable their customers to reclaim their brand and their audience; to educate, inspire and foster more valuable relationships with their market.

As an innovative B2B platform Zapnito has grown out of years of expertise in traditional B2B publishing and works with leading publishing houses to drive new revenue streams and boost their profitability by putting them at the forefront of the converging world of publishing and consulting. Among the brands that use Zapnito are Springer Nature, Centaur Media, Informa, J. P. Morgan, the Institute of Engineering and Technology, Kelsey Media and McGraw Hill.

**Speaker:** Charles Thiede, Co-founder & CEO  
Fergus Gregory, Chief Commercial Officer  
*Fergus has just joined Zapnito from Informa and will present the Informa use case.*

**Further reading:**

- Q&A with Charles Thiede (<http://wearewhitefox.com/qa-charles-thiede-zapnito/>)
- Charles Thiede on launching Zapnito (<http://www.creativedigest.co.uk/professional-profiles-charles-thiede-on-launching-zapnito/>)
- Zapnito closes £442,000 seed round  
(<http://techcitynews.com/2016/11/28/knowledge-sharing-platform-zapnito-closes-442000-seed-round/>)
- Nature Publishing and Zapnito announce collaborative partnership to build online expert communities  
([http://www.nature.com/press\\_releases/expert-communities.html](http://www.nature.com/press_releases/expert-communities.html))

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**3.30 pm**

**Start-up session at EMERGE EDUCATION** | <http://emerge.education/>  
Edspace – Block D, Hackney Community College, Falkirk Street, London, N1 6HQ  
(Getting there: walking)

Emerge Education is a 3-month, London based accelerator programme for start-ups aiming to improve educational outcomes worldwide. The session will be led by Emerge Education Director Jan Reichelt who co-founded Mendeley in 2008 to make managing, sharing and researching academic information easier. The platform was sold to Reed Elsevier in 2012 for \$100 million in Europe's largest edtech exit. Jan is now an angel investor, predominantly working in the edtech space.

**Start-ups presenting:**

**Lingumi** | <https://www.lingumi.com/>  
**Biblio** | <http://biblio.org/>  
**Bibliotech** | <https://www.bibliotech.education/>



**From  
6.00 pm**

**Drinks and buffet reception at The Worshipful Company of Stationers  
and Newspaper Makers** | <https://stationers.org/>

*sponsored by OUTSELL and MARKLOGIC*

Stationers' Hall, Ave Maria Lane, EC4M 7DD  
(Tube station: St. Paul's)



The evening reception provides a further networking opportunity for everyone involved in the tour to discuss digital trends and future business models beyond the meeting room. Apart from all the companies visited, we also expect guests from the PPA (Professional Publishers Association).

**Followed by Return to Hotel**

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## Deutsche Fachpresse Publishers' London Tour 2017

**WEDNESDAY, 29<sup>th</sup> March 2017**

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**8.10 am**      **Meet in hotel lobby** (Park Plaza Victoria London)  
(Please check out before and leave your luggage at the hotel for later pick-up)

**haymarket®**

**9.15 am**      **HAYMARKET** | <http://www.haymarket.com/>  
Bridge House, 69 London Road, Twickenham, TW1 3SP  
(Rail station: Twickenham)

Haymarket is an international, award-winning specialist media and information company with over 45 B2B brands connecting people and communities across print, digital, mobile and live media in the UK, US, Asia, India and Germany. Sectors covered include advertising, marketing, PR, digital and direct marketing, healthcare/medical, energy and environment, planning and regeneration and capital markets and business management, with market-leading publications such as Campaign, PR Week, Media Week, Print Week, Planning, Clinical Advisor, Finance Asia and Conference & Incentive Travel.

**Speaker:**      Kevin Costello, CEO  
Philip Swinden, Managing Director, Haymarket Business Media

**Further reading:**

- Haymarket announces partnership with Comexposium (<http://www.haymarket.com/news/haymarket-announces-partnership-with-comexposium>)
- Haymarket reports solid operating profits (<http://www.haymarket.com/news/haymarket-reports-solid-operating-profits>)
- Haymarket with new managing director of business media division (<http://www.ppa.co.uk/news/industry/2016/04/haymarket-media-group-announces-new-managing-director-of-business-media-division/>)

**Wilmington plc**

**11.45 am**      **WILMINGTON** | <http://www.wilmingtonplc.com/>  
De Vere Holborn Bars, 138-142 Holborn, London, EC1N 2NQ  
(Tube station: Chancery Lane)

Wilmington plc is one of the UK's leading information services and media companies. It turns "knowledge into advantage" by providing information and training to professional business markets within the Risk & Compliance, Finance, Legal and Insight sectors. The information is delivered through conferences and events, professional training and online and print publishing. Wilmington, which operates as a collaborative group of companies, enables professionals and their organisations to enhance performance by providing high quality, relevant and reliable information, education and knowledge. High profile brands include International Compliance Training (ICT), Central Law Training (CLT), AMT Training, Mercia, Axco, Compliance Week and Solicitors Journal.

**Speaker:**      Mike Fraser, Chief Technology Officer  
Doug Marshall, Head of Marketing

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Wilmington plc

Further reading:

- Wilmington buys Health Service Journal vom Ascential (<https://www.wilmingtonplc.com/our-knowledge/news/wilmington-acquires-hsj>)
- Wilmington buys accountancy training specialist (<https://www.wilmingtonplc.com/our-knowledge/news/wilmington-acquires-accountancy-training-specialist-swat-group>)
- Wilmington interim profit up ([http://www.lse.co.uk/AllNews.asp?code=qo28s4c0&headline=Wilmington\\_Interim\\_Profit\\_Up\\_Focus\\_On\\_Second\\_Gear\\_Strategy](http://www.lse.co.uk/AllNews.asp?code=qo28s4c0&headline=Wilmington_Interim_Profit_Up_Focus_On_Second_Gear_Strategy))

**Approx.  
1.15 pm**

**Lunch at The Ship Tavern** | <http://www.theshiptavern.co.uk/>  
12 Gate St, London, WC2A 3HP  
(Getting there: walking)

**Followed by Individual departure**

(Tube back to Park Plaza Victoria London – Holborn station to Victoria station – approx. 15/20 min)

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