

Berlin, 1 February 2017

Publishers' Forum 2017: first speakers & topics / Early Bird discount ends soon

"Next Tech Revolution", Copyright Controversy, the growing relevance of User Communities: The Publishers' Forum 2017 will cover the most important topics and debates in publishing in strategic presentations as orientation and in workshops for practical implementation.
Attractive Early Bird conditions until 15 February.

In Berlin on 24 and 25 April, this gathering of German and international decision-makers and thought-leaders from the publishing trade and related technology providers will get to heart of the latest issues and controversies facing the industry:

- **"Next Tech Revolution"**
What will artificial intelligence, machine learning and industry 4.0 mean for the publishing industry?
- **"Authors"**
How can the fundamental relationship between author and publisher continue to succeed in the face of new competition?
- **"Copyright and Regulatory Policy"**
What concepts and models exist in Europe?
- **"Beyond the Book"**
How can publishers enhance the value they add and how can they implement these enhancements?
- **"Personalization, User Communities, New Partnerships"**
How and why is the current upheaval in "digital learning" relevant for every publisher?

Contributors:

- Zoë **Beck** (author / digital publisher "CulturBooks")
- Michael **Bhaskar** (curation specialist, publisher, and founder of the digital publisher Canelo)
- Michael **Cairns** (Information Media Partners; Member of the Editorial Board of the Publishers' Forum)
- Javier **Celaya** (DosDoce)
- Benedikt **Dalkman** (in charge of establishing Bertelsmann Education Group)
- Ehrhardt **Heinold** (Heinold, Spiller & Partner)
- Michael **Healy** (Copyright Clearance Center)
- Laura **Nevanlinna** (Kaiken Publishing / "Angry Birds")
- Joerg **Pfuhl** (Holtzbrinck Buchverlage)
- Rüdiger **Schmidt** (Bosch-Druck / HP)
- Ulrich **Spiller** (Werkstatt Verlagscockpit)
- Andreas **von der Heydt** (Amazon Kindle Deutschland)
- Aljoscha **Walser** (Narses)
- Kate **Worlock** (Outsell)
- **and many others...**

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Get inspired – take part in the workshop discussions – join in the conversation!

Detailed information on the speakers and an online registration form can be found at the conference website www.publishers-forum.com.

New exciting venue

The event will take place at the dbb forum berlin – at the core of the bustling city, in busy Friedrichstrasse, with hotels of diverse categories in walking distance. www.dbb-forum.berlin/en/index.php

Early Bird discount only available for a few more days

The Early Bird discount ends on 15 February 2017. Registration at this attractive rate ranges from EUR 699.00 (for publishers) to EUR 949.00 (service providers), plus value-added tax. You save EUR 200.00 on the standard fee. Register now: <http://publishersforum.de/register-for-2017/>

For more information please contact:

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About the Publishers' Forum

Over the last few years, the annual Publishers' Forum conference has developed into a stand-out industry event with more than 250 participants from publishing houses and service providers.

The event offers a top-class, specialist program with hands-on workshops and seminars which communicate concepts and experiences in order to provide workable solutions to the challenges which have arisen as a result of digitization.

In 2013, the Publishers' Forum celebrated its 10th anniversary. In 2015, the company "The Publishers' Forum GmbH" was established.

www.publishers-forum.com

Twitter: @publishersforum

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