



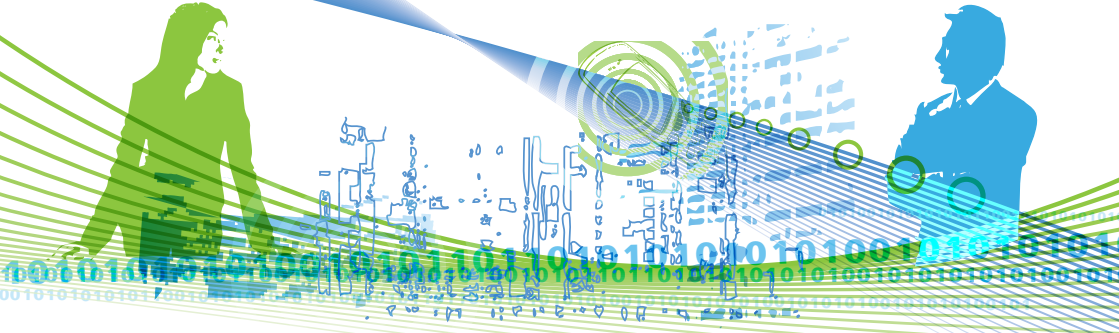
data
publishers
association

dpa ANNUAL CONFERENCE

2008



**Publishing profits for
a new digital age**



With market conditions tightening, this year's Annual DPA Conference sets out to provide help and value for publishers and data providers operating in an increasingly competitive environment.

Highlights include:

- Digital directions** – speakers explain how to exploit micro-formats, email newsletters, the mobile phone, and social networks in B2B environments
- The class of '08** – new arrivals like People4Business and Xbridge say how they got started, reveal business models, and where they go next
- Legal deposit** - the Government's plan to regularly capture web content for posterity and what it means for publishers
- The value of pricing** – top consultant brings science to the art of setting product prices
- Service desk** – leading suppliers like Endeca and Irion Technologies say what they do, how they do it and the value they add to online publishers
- Public sector content** – progress in making government data available and re-usable
- Web crawling** – what's legal and what's not
- Master classes** – practical, how-to instruction in new online skills, plus senior manager instruction in hiring and performance management techniques

October 23rd, De Vere Grand Hotel, Brighton

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EMIRATES PRINTING PRESS (L.L.C.)



Software Solutions



ENDECA

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Look who's speaking at Brighton



Joop van Gent

Founder and Director of Iron Technologies, one of the world's leading web-crawl exponents



Chuck Richard

Leading Outsell consultant offering guidance on vertical search in niche markets



Daniel Rowles

Managing Director, Academy Internet, leading web consultants and skills trainer



Dominic Knowlson

Commercial Director, emedia, the B2B email business that has enjoyed explosive growth



Peter Lobl

Sales Director, TVBuz, the people who make advertisers' videos live on directory sites



Raj Anand

Technical Director, Kwiqq, suppliers of social network software for B2B communities



Lawrence Kaye

Leading copyright and data rights lawyer with views on what you can and can't do with web robots



Duncan Taylor

Founder of people4business, the online bureau connecting freelancers with employers



Sacha Vekeman

Director of Mobyia reviews progress, bringing classified ads from the back pages of B2B journals to the mobile phone

Pick the conference stream that's right for you

Digital Directions

The web's no longer new – rare these days to find a data provider without an online delivery service. But the technology changes fast; techniques, systems, software, all evolve at bewildering speed. Here we catch up on some of the latest ideas to secure more online traffic, open new revenue streams, win a commercial edge. And it's not all about the web – a key paper will look at how the mobile can create or enhance classified services. Another examines email as a growth business. Leading software suppliers Irion and Endeca will explain in round-table discussions the services they offer, the value they add. Then some of the brightest new online stars, such as Xbridge and People4Business, explain how they came so far, so fast.



Publishing Operations

There's no doubt the trading climate is tough and getting tougher. Here senior executives can get the low down on how to price up, hear about changes to library purchasing policy, and understand what the implications are of Government plans to create a legal deposit of UK published web content. Then there's top legal advice on what data robots can gather, and how you can protect valuable content from their reach. Plus valuable insight on what vertical search needs to offer in niche markets to avoid stalling revenues.



Practitioner Skills

Training is vital to remain competitive. Academy Internet provides a series of classes to help master running an SEM campaign, web analytics, pay per click advertising, and the use of mash-ups and widgets. Then 360 Training take over to offer instruction in hiring the best and performance management.



Registration Form

	DPA member		Non member		Quantity	Now add VAT 17.5%	Total
	Early bird rate (until 1 Sept)	Full rate (from 2 Sept)	Early bird rate (until 1 Sept)	Full rate (from 2 Sept)			
Conference only	£280	£340	£350	£410			
Awards only	£190	£225	£235	£285			
Conference and Awards	£425	£500	£525	£600			
Awards - Table of 8	£1,245	£1,445	£1,455	£1,745			
Corporate Package - Table of 8 at the Awards plus 4 delegates for the Conference	£2,150	£2,435	£2,575	£2,935			

All prices are subject to 17.5% VAT, which you must add to your total.

Book your room at the De Vere Grand Hotel now!

	Rate	Quantity	Now add VAT 17.5%	Total
Double/twin room	£120			

All bedroom prices are based on per room, per night and are subject to 17.5% VAT, which you must add to your total. All rooms are ensuite, include breakfast, internet access and temporary membership to the hotel's leisure facilities.

Why not book Conference and Awards?

If you're coming to the conference, take advantage of the combined rate and stay for the evening's Gala Awards, when the DPA salutes achievement across the data publishing sector.

Your details

Person making the booking _____
 email _____ tel _____
 Company name _____
 Company address _____
 Telephone _____ website _____
 Additional delegate names _____

Book early and get discount

Both DPA members and non-members can get a discount if they book early for the DPA Conference, the DPA Awards or for attending both functions. See box for details.

Payment methods

Please send me an invoice
 Please find a cheque, made payable to the Data Publishers Association, enclosing for the following amount £ _____
 Please charge this credit card with the amount of £ _____
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