



DPA CONFERENCE 2007

Strategy and skills for a new data environment

13 September 2007

De Vere Grand Hotel, Brighton



data publishers association

Supported by:

telemarketing

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THE STUDIO

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Chairman's message



We live in a new age for data. Every day services appear on the web allowing users to interact, intuitively and deeply, with workflow solutions in the office or a range of consumer services in the home. Private equity is enthusiastically rushing to back even the most ambitious of start-ups, while established data publishers are having to run faster to keep pace with changing technology and upturned business models. In fact, everyone's into online data services these days, from the high street retailer, to the media publisher, the recruiter and even the Government.

Our September conference allows these apparently disparate groups to come together to share attitudes, strategies and responses to the online data issues which link them. Issues such as data crawling and scrapping, Web 2.0 and what comes next, and, more prosaically, staff training and retention.

This is the must-attend data publishing event of the year, and I very much look forward to welcoming you on 13 September, at Brighton's De Vere Grand Hotel.

Jerry Gosney, DPA Chairman

Introducing the programme

DPA Conference 2007, *Strategy and skills for a new data environment*, will provide the opportunity to learn and share experiences with peers and colleagues from the data publishing business. This event will have something for everyone.

There are three distinct streams to the conference, allowing delegates to pick and choose the elements of greatest value to them.

The conference streams are:

- A: Strategic challenges and responses:** Publishing executives and data providers review and discuss business models, challenges and market positions
- B: Practice and practicalities:** Discussing operating challenges and best practice, delegates look at what's next after Web 2.0?
- C: Operational skills:** Guidance and training in the everyday skills and talents needed for businesses to succeed in publishing.

Conference overview

Delegates can attend sessions in any of the three streams – each one has a particular theme, as outlined below:

	Strategic challenges and responses	Practice and practicalities	Operational skills
09:00	Registration		
09:45	Welcome – Jerry Gosney		
10:00	What do you own, what is it worth?	Monetising data – the bottom line of Web 2.0	The seven deadly sins of web design
10:30		Essential internet practicalities	
10:45	Models of excellence		
11:30	Coffee		
12:00	Etiquette for “spiders”	Desperately seeking business professionals	Home run – customer loyalty at the heart of your business
12:30	Contract killing for web crawlers		
13:00	Lunch		
14:00	The good, the bad and the ugly...	Delivering data online	Sales skills master class: Maximising sales opportunities
15:00	Coffee		
15:30	Up close and personal		Raising the game
16:30	Closing keynote speaker: Innovation in media		
17:00	Close		

Strategic challenges and responses

Target audience

Director and senior-level managers

Main theme

Understanding the business-model and the changes affecting the industry.




10:00 What do you own, what is it worth?

Iain Stansfield, Partner, Olswang
Kelvin King, Director, Valuation Consulting, a BNP Paribas company

An expert's view on understanding and managing the value of your business.

10:45 Models of excellence

Choose from one of the following Round Tables and hear leaders in the industry discuss how they have led, innovated and developed their business.

<p>A) Oodles of classifieds </p> <p>Duncan Dunlop, General Manager, Oodle UK, oodle.co.uk</p> <p>Oodle's success story: An innovative response to the changes in the classified market.</p>	<p>C) Unlocking the vaults</p> <p>Adam Lee, Technical & Regions Manager and Julie Rowbotham, Catalogue Editor, BBC Future Media & Technology</p> <p>Forty years, four million records now publicly available at the BBC. Opportunities and obstacles of creating a high-value online archive.</p>
<p>B) It's a deal, it's a steal </p> <p>Tim Weller, CEO, Incisive Media</p> <p>The full circle story from sales executive to owning the company. Tim Weller explains his business shopping habit of buying companies.</p>	<p>D) Been there, done that </p> <p>Ian Rumgay, European Communications Manager, TripAdvisor</p> <p>Where to go? What to see? How to get there? - according to the five million reviews. A success story about social networking and user generated content.</p>

There will be more topics in this session. For the latest information visit www.dpa.org.uk

11:30 Coffee

12:00 Etiquette for "spiders"

Mark Bide, Senior Consultant & Director, Rightscom

Get to grips with the developments on the ACAP (Automated Content Access Protocol) project - a framework that will allow publishers, large or small, to clarify access and use policies in a language that "spiders" can be taught to understand.

12:30 Contract killing for web crawlers

Nigel Ridgeon, Head of Yell.com Analysis and Information, Yell Group

Yell's use of ASSASIN against fraudsters: Nigel Ridgeon will discuss Yell's response to the growing threat of systematic and illegal copying of online databases.

13:00 Lunch

14:00 The good, the bad and the ugly...

Grant MacFarlane, Head of Search, Media Contacts

New opportunities and threats in the world of data. The trends and developments you should be aware of, in maximising the potential of your data.

15:00 Coffee

15:30 Up close and personal

Take part in a Round Table discussion on the issue most relevant to you and your business. See page 4 for full details.

16:30 Innovation in media

Hugh Look, Senior Consultant, Rightscom

Future proofing your business through an open and innovative culture.

17:00 Close



Duncan Dunlop,
Oodle UK



Tim Weller,
Incisive Media



Mark Bide,
Rightscom



Christine Andrews, DQM



Roger Hodson, D&B










Suzanne Wilson-Higgins, Lightning Source

Up close and personal

Take part in a Round Table discussion on the issue most relevant to you and your business.

Choose from one of the following:

<p>A) Protecting and growing the value of your most important assets </p> <p>Adrian Gregory, Managing Director, DQM Group Christine Andrews, Director, DQM Group</p> <p>Successful strategies using award-winning case studies from leading publishers. Showing how practical data protection, compliance and enhancement methods can grow value, establish competitive advantage and deliver new revenues for your business.</p>	<p>D) What search engine marketing means to your strategy </p> <p>Daniel Rowles, Head of Internet Marketing, Academy Internet</p> <p>Search engines and your revenue streams: the profitability of alternative revenue streams in a Web 2.0 environment.</p>
<p>B) Waste not, want not </p> <p>Suzanne Wilson-Higgins, Commercial Director, Lightning Source Jean Roberts, Sales Development Manager, Lightning Source</p> <p>Cost-effective and environmentally-friendly print on demand solutions for the production of directories and data products.</p>	<p>E) Customer Value Management </p> <p>Sean Jacob, Director, Senate CVM</p> <p>Customer value means effectively managing customers to promote loyalty, increase revenue and strengthen relationships: explore why customers churn and whether greater customer intimacy always equals greater customer value.</p>
<p>C) The protection racket? </p> <p>Martin Zetterlund, Managing Director, London, Sentor</p> <p>ASSASIN as a solution to the ever-increasing threat of data scraping.</p>	<p>F) Marketing Innovation & ROI </p> <p>Roger Hodson, Marketing Director, UK & Ireland, D&B</p> <p>What is new in the data world and what does it mean to you? Learn about the latest new business data, what is changing and why it should matter to you?</p>
<p>G) Web 2.0 - Beta is beautiful </p> <p>Stephen Morgan, Managing Director, Squiz.net</p> <p>Old conservative marketing models are out, and experimenting with new Web 2.0 style applications and services are in. Discover why you should set up a variety of different data channels to suit different purposes, to test them, tweak them and invest in the ones that work best.</p>	

The programme and speakers are subject to change. For latest information visit www.dpa.org.uk

Practice and practicalities

Target audience

Director and senior-level managers

Main theme

A dedicated data track embracing the changing nature of providing information in today's environment.

10:00 Monetising data - the bottom line of Web 2.0

Ian Eckert, Internet Director, TSL Education

Utilising Web 2.0 to drive commercial benefit: an introduction to user generated content, online communities and how they can be used to increase loyalty, usage and ultimately profit.

10:30 Essential internet practicalities

Making the impossible possible with real-time analytics

Simon Gibbard, Business Development Manager, Visual Sciences

The ability to understand how people reach your site and what they do when they get there is critical. Visual Sciences will demonstrate, using relevant examples and latest trends, how to make this information more accessible and usable in a business context.

Search engine optimisation – making websites better by design

Daniel Rowles, Head of Internet Marketing, Academy Internet

Search engine optimisation: how website design and careful consideration of accessibility can increase traffic. This interactive and practical session will allow you to participate in a live analysis of a relevant website.

11:30 Coffee

12:00 Desperately seeking business professionals

Norm Johnston, Managing Director, Europe, Modem Media

Darren Falkingham, Marketing Manager, Sift Media

Helen Trim, Sales and Marketing Director, Sift Software

As online communities evolve and professional networks enter the arena, how can the integration of this with traditional data products provide new revenue opportunities?

13:00 Lunch

14:00 Delivering data online

Diedre Caldbeck, Media & Publishing Solutions Manager, Endeca Technologies

Acquiring and creating premium data is only half of the battle. Providing a differentiated and compelling experience for users to access that data is equally important. Learn cutting-edge tips, tricks, and tools to building an engaging online experience for your users that will increase revenue and loyalty.

15:00 Coffee

15:30 Up close and personal

Take part in a Round Table discussion on the issue most relevant to you and your business. See page 4 for full details.

16:30 Innovation in media

Hugh Look, Senior Consultant, Rightscom

Future proofing your business through an open and innovative culture.

17:00 Close



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Sean Jacob,
Senate CVM



Alison Dawkins,
360 Training

Operational skills

Target audience

Sales and Marketing Managers

Main theme

Addressing the practical training needs of sales and marketing executives, aligning both the customer and publishers' needs.

10:00 The seven deadly sins of web design

Stephen Morgan, Managing Director, Squiz.net

Sloth, pride, lust...from time to time we suffer from them all. But when it comes to the web, it seems all too easy to fall into the same fiery traps. A static website is a vanity exercise. It's a piece of virtual brochureware. If you're creating a web strategy then you should be in it for the right reasons. A web strategy should be a communications exercise that supports your wider sales, marketing, support and growth goals. Discuss how to build a successful website by avoiding the deadly sins that plague most web projects.

10:45 Hitting the bullseye in email marketing

Simon Bird, Technical Director, dotMailer

Looking at new trends in segmentation, personalisation and deliverability as well as how your message and frequency of emailing can impact on your reputation. Covering best practice in design, layout and content to maximise open and click through rates. Learning how to test your emails with split testing, and how emails are rendered in different mail clients such as webmail or Outlook 2007.

11:30 Coffee

12:00 Home run – customer loyalty at the heart of your business

Sean Jacob, Director, Senate CVM

Home Run is a fun and interactive game for building an understanding of what it means to be customer centric. This model provides the players with a new vocabulary to describe how a business works. Delegates will split into groups to play the game; scoring points for wowing the customer and slipping back with customer howlers.

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13:00 Lunch



Sales skills master class

Alison Dawkins, Director, 360 Training

14:00 Maximising sales opportunities

In today's ever-evolving media world, more and more data and directory publishers are being asked to sell a combination of both online and print solutions. Learn about portfolio selling and other sophisticated sales techniques.

15:00 Coffee

15:30 Raising the game

Even if clients are working with restricted budgets, make sure that a large proportion of that budget is spent with you. Introducing the concept of 'open-plan selling' and the importance of understanding a client's marketing objectives and proposed strategy before presenting your products or ideas.

17:00 Close



DPA Awards 2007

The day will conclude with a black tie dinner and presentation of the DPA Awards - acknowledging excellence and achievement, in even more categories than ever before.

Publisher Awards

- DPA Outstanding Achievement Award 2007 - Company
- DPA Outstanding Achievement Award 2007 - Individual
- Data Service of the Year
- Directory of the Year - Business
- Directory of the Year - Consumer
- Product Development of the Year
- Best Marketing Campaign of the Year
- Advertising Sales Team of the Year
- Subscription Sales Team of the Year
- Brand Extension of the Year

Service Provider Awards

- Database Software of the Year
- Distribution House of the Year
- IT Consultancy Service of the Year
- Print Services of the Year
- SEO/SEM Consultancy of the Year
- Telemarketing Company of the Year

Bring your partner/spouse

Partners and spouses are very welcome to join you and your colleagues at the awards celebrations. For the special rate, see the registration form.

Drinks, dinner and presentation

19:00 Drinks reception

20:00 Dinner followed by awards presentation

22:00 Cash bar opens

01:30 Carriages



Registration Form

Fax to: 020 7404 4167

Please circle your chosen package and in the designated column write the quantity

	DPA MEMBER		NON MEMBERS		Quantity	Now add 17.5% VAT	Total
	Early Bird (until 7 July)	Full rate (from 8 July)	Early Bird (until 7 July)	Full rate (from 8 July)			
Corporate Package (four conference delegates* and a table of eight at the Awards)	£2,030	£2,435	£2,435	£2,940			
Conference only	£315	£380	£380	£455			
Conference and Awards	£425	£500	£500	£600			
Awards only	£155	£185	£185	£225			
Awards table of eight	£1,085	£1,295	£1,295	£1,575			
Spouse/Partner rate (Awards only)	£80	£80	£100	£100			
*additional conference	£300	£360	£360	£440			

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

Book your room at the De Vere Grand now!

	Early Bird (until 7 July)	Full rate (from 8 July)	Upgrade to Sea view	Deluxe (all sea view)	Quantity	Now add 17.5% VAT	Total
Double/Twin room	£88	£110	£50 supplement	£100 supplement			

All bedroom prices are based on per room per night and are subject to 17.5% VAT, which you must add to your total. The Early Bird discount does not apply when booking directly with the hotel; this is a special DPA offer.

Person making the booking: _____ Job title _____

email _____ Direct tel _____

Company name: _____ Company address: _____

_____ Tel _____ Website _____

We will contact you to find out additional delegates' names.

Payment Methods

1) Please send me an invoice. Please include my purchase order number/pin number _____

2) Please find a cheque, made payable to the Data Publishers Association, enclosed for the following amount £ _____

Small print

1) Under UK Excise Regulations, delegates from all countries are required to pay VAT on all events taking place in the UK. Prices above exclude the VAT contribution.

2) Cancellation charges will apply. Details will be sent out with the confirmation of your registration.

3) The conference programme is subject to change.

4) The name, job title and company name of delegates registered for this event will be published in the delegate list within the conference and awards programmes. All delegates will automatically be added to the DPA *News in Brief* distribution list. The sponsors of this event will also be provided with a list of all delegates.

Tick the box if you do not wish DPA to contact you about other services and events organised by DPA.

Tick the box if you do not wish DPA to provide your details to carefully selected companies to contact you about their products and services.

If you have any questions, contact:

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Data Publishers Association

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