

# Developing a Digital Strategy in Publishing

By Andrew Brenneman, United States

○ **Date & Time**  
18 Oct 2010,  
9:30am – 5:30pm

○ **Venue**  
Imagination Room  
L5, National Library,  
100 Victoria Street

## About the Workshop Leader



Andrew Brenneman is the President of Finitiv and a regular columnist for Book Business Magazine.

He has been leading digital media initiatives for over 25 years, within publishing organisations, digital agencies and Internet service companies and has been awarded Patents for digital media innovation.

He is the creator of NETg's Skill Builder digital learning platform, led the strategy and development for Thomson Learning's WebTutor e-learning platform, and led product design and execution for Freemark Mail - the first advertiser-supported email service. Andrew founded the Digital Media Group of The University of Chicago Press Books Division, where he initiated digital distribution programs for the Books Division and the creation of The Chicago Manual of Style Online.

**Who Should Attend:** Senior Management, Publishers, Heads of Departments, Senior Editors and Independent Publishers

This session is directed toward publishers and other senior managers with profit and loss responsibilities for publishing or other content organisations. Publishers understand the need for the development of transformative digital strategies to respond to the changing dynamics of the digital marketplace. This workshop provides a foundation for developing a digital strategy.

## On Digital Transformation

- Historical Overview of Digital Media
- The Impetus for Change
- Change of Business Models
- Change of Production and Product Models
- Challenges and Resistance to Change

## Three Pillars of Digital Transformation

- Product Strategy
- Platform Strategy
- People Strategy

## The Digital Opportunities Portfolio

- Defining Segment-Specific Strategies
- Cross Media Product Strategy

## The Digital Product Roadmap

- Mapping Opportunities to a Timeline
- Setting Realistic Goals

## Technology Platform Evolution

- Documenting Current State
- Defining Future Platform Capabilities
- Establishing a Timeline

## Organizational Development

- Strategic Priority
- Defining Current State
- Editors Strategic Role
- The Strategic Value of Design
- Technology Skills in the Publishing Organization
- Working with Partners

## Ten Tools to Drive Digital Change

Organised by



In Partnership with



Supported by



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18 Oct 2010 | Imagination Room, L5, National Library, 100 Victoria Street

## ✦ Course Administration

### Registration Fees (please tick one)

- S\$230 per person (for SBPA member)  
 S\$250 per person for group registration of 2 & above (non-SBPA member)  
 S\$280 per person (non-SBPA member)

Fee is nett and is in Singapore dollars. Includes workshop materials and tea breaks.

### Ways to register

1. Register online by visiting [www.bookcouncil.sg](http://www.bookcouncil.sg), or
2. Complete the form below and fax it to **(65) 6742 9466**.

### Cancellation & Substitution

An invoice will be issued upon receipt of your registration form. Fees paid are non-refundable but transferable. Requests for cancellation must be made on/before 4 October 2010, after which a cancellation charge of 50% of the full course fee is applicable.

### Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/mailed/submitted your online registration.

Upon submission of your registration, you are deemed to have read and understood the registration procedures and accepted the terms contained therein.

### Mailing Address

National Book Development Council of Singapore,  
50 Geylang East Avenue 1, Singapore 389777

### Enquiries

Email : [clap@bookcouncil.sg](mailto:clap@bookcouncil.sg) Tel : (65) 6848 8290

## ✦ Registration

Mr/Mrs/Ms/Dr \_\_\_\_\_

NRIC/FIN/Passport no.: \_\_\_\_\_ (This is collected with directives from the Media Development Authority)

Organisation: \_\_\_\_\_

Designation: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

I am paying by cheque. Bank: \_\_\_\_\_ Cheque no.: \_\_\_\_\_

I am sponsored by my company / organisation

I will need a/an:  Physical Invoice  e-Invoice (via AGD)

Please provide billing details if different from above

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Email Address: \_\_\_\_\_