

Thursday 10 November  
Grosvenor House Hotel, London

In association with



# magazine 2005 subscriptions

conference  
programme



Headline sponsors



## Welcome!



*THE MAGAZINE SUBSCRIPTIONS CONFERENCE* is the event for anyone involved in subscription marketing. As pressures at retail grow more intense, publishers increasingly look to subscription marketing for better and more profitable results.

This event provides a much needed opportunity to update yourself on the latest skills and techniques designed to help you grow your business.

Come and share best practice with other publishers, benchmark your work and develop strategies for your company.

The event will incorporate the popular masterclasses, which will offer you the opportunity to listen to experienced industry figures share their knowledge on their specialist areas through a mix of case studies, theory and practical tips.

### *THE MAGAZINE SUBSCRIPTIONS AWARDS*

The event will take place on the evening of Thursday 10 November at a black tie dinner and ceremony in the ballroom at Grosvenor House Hotel.



Learn...

Debate...

Be Inspired...

### Your day plan

8.15	Registration and coffee		
9.00	Welcome and introduction		
9.05	Keynote Address – <i>Peter Phippen</i> , managing director, BBC Magazines		
9.40	Masterclasses – 'A' Stream		
	A1 Creative that works!	A2 Gift subscriptions	A3 The future of E-Media
10.30	coffee		
11.00	Masterclasses – 'B' Stream		
	B1 Acquisition essentials	B2 International opportunities	B3 What's next for postal delivery?
11.50	Masterclasses – 'C' Stream		
	C1 Renewals uncovered	C2 How to win budgets and influence senior management	C3 Putting the customer at the centre
12.40	Drinks reception and lunch		
2.15	Parallel sessions choose D1 or D2		
	D1 2.15-3.20	D2 2.15-3.50	
	Interactive session with live voting	Specialist session for b2b publishers	
	D1 3.20-3.50		
	Subscription marketing trends		
3.50-4.20	Networking and coffee		
4.20-5.00	Visions from above		
5.00	Conference close		
7.00	Pre-dinner drinks reception		
7.45	Black tie awards dinner and ceremony		

# conference programme

10 November 2005

8.15 REGISTRATION AND COFFEE

9.00 WELCOME AND INTRODUCTION

*Yvonne Ossman*, chairman of PPA's Subscriptions Committee

9.05 KEYNOTE SPEAKER ADDRESS (Plenary session)

*Peter Phippen*, managing director, BBC Magazines

9.40 **MASTERCLASSES – 'A' STREAM**

Masterclasses A1, A2 and A3 run concurrently and delegates must specify on the booking form which they would like to attend.

### **a1** creative that works!

Attend this session to gain inspiration and new ideas to test. An opportunity to find out what creative works best and how to put together a creative brief to get the most out of your creative team or agency.

EXPERTS:

*Alison Bukhari*, managing director, Starfish Advertising and Marketing  
*Gary Clement*, director, Vivid Associates

MODERATOR:

*Steve Price*, direct marketing director, Dennis Publishing

### **a2** gift subscriptions

This session, which includes a case study of how to put together a successful cross-media campaign will explore themes around retention and gift subscriptions growth.

EXPERTS:

*Amanda Chester*, direct marketing director, IPC Media  
*Andrew Burge*, managing director, iSUBSCRiBE

MODERATOR:

*Rachel Beresford*, head of direct marketing, EMAP Consumer Media

## Peter Phippen



*Peter Phippen* was appointed managing director, BBC Magazines, in July 2001, the third largest consumer magazine publisher in the UK. *Phippen* is responsible for all BBC Magazines' titles in the UK and for the global expansion of the business.

*Phippen* is also chairman of Galleon CI, Frontline, Origin Publishing, BBC Haymarket Exhibitions, as well as director of Worldwide Media – a joint venture in India. He is also a director of the PPA, the NRS, and a past treasurer of FIPP (the world magazines trade body).

Previously, *Phippen* was president and chief executive officer of BBC Worldwide Americas, Inc. a position he took up in August 1998. Before this, *Phippen* was managing director of BBC Worldwide, the UK region from June 1997.

*Peter Phippen* began his career in 1982 as a graduate trainee at IPC.

## Rebecca Jennings



### Rebecca Jennings

Jennings is a senior analyst at Forrester Research with a specific focus on media, marketing, and retail. Her areas of focus include traditional media online, multichannel marketing strategies, and new content business models.



### a3\_the future of e-media

How will use of digital media change and how might this impact on relationships with customers? This session will also feature a case study from a publisher that has successfully incorporated digital into its business model.

**EXPERTS:** *Rebecca Jennings*, senior analyst, Forrester Research  
*Jane Wilkinson*, marketing director, Euromoney

**MODERATOR:** *Ruth Brooks*, global circulation and subscriptions manager, Jane's Information Group

10.30 COFFEE

### 11.00 MASTERCLASSES – 'B' STREAM

Masterclasses B1, B2 and B3 run concurrently and delegates must specify on the booking form which they would like to attend.

### b1\_acquisition essentials

The pressure to find new and profitable customers is as intense as ever. This session will help to overcome some of those challenges through acquisition case studies in new and existing markets.

**EXPERTS:** *Michaela Sillick*, head of marketing, BBC Origin  
*Walt Terry*, senior manager, international new business consumer marketing, National Geographic

**MODERATOR:** *Simon Mooney*, global marketing manager, Jane's Information Group

### b2\_international opportunities

What elements drive the decision as to whether to take a publication global? Explore the potential of 'internationalisation' for your title and discover what factors need to be considered when taking a title overseas.

**EXPERTS:** *Featuring a panel of speakers*

**MODERATOR:** *Cassandra Donovan*, head of marketing, Caspian Publishing

### b3\_what's next for postal delivery?

Will the opening of the postal market *really* signal increased competition for Royal Mail? This session will help publishers make sense of the changing landscape and look at what choices and options exist.

**EXPERTS:** *Featuring a panel of speakers from postal operators*

**MODERATOR:** *Adam Novak*, consultant, Adam Novak Consulting

11.50

### MASTERCLASSES – 'C' STREAM

Masterclasses C1, C2 and C3 run concurrently and delegates must specify on the booking form which they would like to attend.

### c1\_renewals uncovered

Challenge long established beliefs and examine key issues at this session, which is designed to give delegates confidence to try and test new renewal techniques.

**EXPERTS:** *Ed Garcia*, renewals marketing manager, Reed Business Information  
*Patti Devine*, managing director, Devine & Company

**MODERATOR:** *Georgina Rushworth*, subscriptions director, Reed Business Information

### c2\_how to win budgets and influence senior management

Aimed at circulation managers and directors, this session looks at ways to gain and protect your budget.

**EXPERTS:** *Peter Grant*, circulation director, Haymarket Business Publications  
*Rob Williams*, finance director, The Economist Group

**MODERATOR:** *Patrick Foilleret*, subscriptions manager, Condé Nast Publications

### c3\_putting the customer at the centre

Explore the benefits of developing a single customer view and how this can promote cross selling and brand extension. Attend this session to discover what advantages greater customer awareness can bring.

**EXPERTS:** *Chris Gadsby*, circulation director, BBC Magazines  
*Joanna Reynolds*, managing director, ReynoldsBusbyLee

**MODERATOR:** *Phil Melling*, head of circulation, Haymarket Magazines

12.40

### DRINKS RECEPTION AND LUNCH

## Patti Devine



Patti Devine is managing director of consulting firm Devine & Company and has more than 14 years' experience in solving the marketing challenges of companies large and small. Her firm specialises in customer retention, strategic partnerships, and marketing project management.

Before founding her company, Devine worked for Time Warner, where she successfully managed the customer retention programme for Time Magazine's 4 million subscribers for over three years. Before Time Warner, Devine worked at Elsevier Science and Simba Information.

Devine holds an MBA from Fordham University Graduate School of Business and a BS in Business Administration from Bryant College in Smithfield. She also teaches in the Graduate School of Business at Fordham University.

## Awards Programme



7.00 PRE-DINNER DRINKS RECEPTION

7.45 BLACK TIE AWARDS DINNER AND CEREMONY

Awards to be presented by comedian and presenter Fred MacAulay

DANCING

## Supporting Sponsors

TNT Mail

iSUBSCRIBE.co.uk

MERCURY  
The International Mailing House

DHL  
GLOBALmail

ant  
Telemarketing Solutions



subscriptionsmarketing

## 2.15-3.50 PARALLEL SESSIONS – D1 & D2

Sessions D1 and D2 run concurrently and delegates must specify on the booking form which they would like to attend.

### 2.15-3.20 d1\_interactive session (with live voting)

Test your knowledge on subscriptions and the publishing industry in this lively team quiz. A prize will go to the winning team.

Moderated by *Jenny Moseley*, director, JMM

### 3.20-3.50 d1\_Subscription marketing trends:

PPA's *Magazine Subscriptions Awards* showcase current best practice in the industry. What do this year's entries tell us about trends in subscription marketing? What techniques are being used? What are the average publisher response rates and acquisition costs?

*Jim Bilton*, managing director, Wessenden Marketing

### 2.15-3.50 d2\_building incremental revenues for business information: BCMA

End-to-end electronic circulation marketing and supply  
*Ajax Scott*, publishing director, Music Division, CMP Information

Digital – much more than just a tactical opportunity  
*Peter Watkinson*, business development director, KHL Ltd

Taking EMAP Media from paper to screen  
*Mark Parker*, publishing director, EMAP Media

MODERATOR: *Charles Arthur*, director, Artorius Consulting

### 3.50-4.20 NETWORKING AND COFFEE

### 4.20-5.00 VISIONS FROM ABOVE

A panel of senior industry figures will discuss the role of subscriptions within the circulation mix, evaluate the impact of recent events on the industry and share their vision of the future of subscriptions.

PANELLISTS INCLUDE: *Julian Thorne*, circulation director, Saga Publishing  
*David Redfearn*, head of circulation manager, CMP information  
*Chris Spratling*, retail sales director, Future Publishing  
A representative from VNU Business Publications

MODERATOR: *Yvonne Ossman*, chairman of PPA's subscriptions committee

5.00 CLOSE

Get your early booker discount - complete and return this form by Tuesday 18 October.

### ADDRESS DETAILS

Name of person responsible for booking	
Company	
Address	
Postcode	
Email	
Telephone	
Fax	
Signature	
Date	

Please return this form enclosing full payment:

Natalie Murray, PPA, Queens House,  
28 Kingsway, London WC2B 6JR,  
Tel. 020 7400 7540  
Fax 020 7404 4167 or email:  
natalie.murray@ppa.co.uk

For more information go to

[www.subscriptions2005.co.uk](http://www.subscriptions2005.co.uk)

Please enclose remittance in full as no booking can be accepted without payment. VAT received invoices will be issued. Please make cheques payable to *Periodical Publishers Association* and cross "a/c payee only".

- Cheque enclosed for  (payable to *Periodical Publishers Association*)
- Please charge my credit card for
- Mastercard  Visa NB American Express not accepted

If you do not wish PPA to contact you about other services and events PPA provides, please tick this box . Please note that the name and company name of delegates registered for PPA's Magazine Subscriptions Conference will be published in the delegate lists within the conference programme.

From time to time, PPA will provide details of event delegates to other carefully screened companies whose products and services we feel would be of interest to you. If you do not wish to receive correspondence from these companies, please tick this box .

### RED: CONFERENCE ONLY

RED: Conference only	Early booker rate		Full rate		All prices are exclusive of VAT 17.5%	Total
	PPA member	Non member	PPA member	Non member		
Please reserve ..... individual places	£230	£345	£275	£415	add 17.5%	
Please reserve .....package(s) to include 10 persons per package	£2070	£3105	£2475	£3735	add 17.5%	

### BLUE: AWARDS DINNER ONLY

BLUE: Evening awards ceremony only	Early booker rate		Full rate		All prices are exclusive of VAT 17.5%	Total
	PPA member	Non member	PPA member	Non member		
Please reserve ..... individual places	£125	£181	£150	£210	add 17.5%	
Please reserve .....package(s) to include 10 persons per package	£1120	£1624	£1345	£1950	add 17.5%	

### SILVER: CONFERENCE AND AWARDS DINNER

SILVER: Conference and Awards	Early booker rate		Full rate		All prices are exclusive of VAT 17.5%	Total
	PPA member	Non member	PPA member	Non member		
Please reserve ..... individual places	£320	£474	£384	£563	add 17.5%	
Please reserve .....package(s) to include 5 persons per package	£1520	£2252	£1824	£2702	add 17.5%	
Please reserve .....package(s) to include 10 persons per package	£2880	£4266	£3456	£5120	add 17.5%	

**NB: - The early booker rate is only available until Tuesday 18 October.**

\*For overseas booking, please note that UK Customs and Excise requires all delegates to pay VAT. In the event of cancellation, an administration charge of 30% of the booking fee will be made and refunds cannot be made after the closing date. Alternative names will be accepted provided they are notified in writing.

Card no.

Expiry date

Card security no.

(Last 3 digits or telephone no. so that we can call you to obtain this)

Card holder's name

Card holder's address

Postcode

Date

Signature

Total enclosed



Names of attendees, please continue on a separate sheet if necessary

**EXAMPLE**

Miss	Forename	Surname	Job title	RED	BLUE	SILVER
Parallel Sessions (circle one in each stream)	Anne	Other	Subs manager vegetarian			✓
	(A1) A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email	anne@email.com		
Parallel Sessions (circle one in each stream)	Forename	Surname	Job title	RED	BLUE	SILVER
	A1 A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email			
Parallel Sessions (circle one in each stream)	Forename	Surname	Job title	RED	BLUE	SILVER
	A1 A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email			
Parallel Sessions (circle one in each stream)	Forename	Surname	Job title	RED	BLUE	SILVER
	A1 A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email			
Parallel Sessions (circle one in each stream)	Forename	Surname	Job title	RED	BLUE	SILVER
	A1 A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email			
Parallel Sessions (circle one in each stream)	Forename	Surname	Job title	RED	BLUE	SILVER
	A1 A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email			
Parallel Sessions (circle one in each stream)	Forename	Surname	Job title	RED	BLUE	SILVER
	A1 A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email			
Parallel Sessions (circle one in each stream)	Forename	Surname	Job title	RED	BLUE	SILVER
	A1 A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email			
Parallel Sessions (circle one in each stream)	Forename	Surname	Job title	RED	BLUE	SILVER
	A1 A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email			
Parallel Sessions (circle one in each stream)	Forename	Surname	Job title	RED	BLUE	SILVER
	A1 A2 A3 / B1 B2 B3 / C1 C2 C3 / D1 D2	Any special dietary requirements	Email			