

Republishing Conference Agenda: Day 1

8th September

09.00 - 09.30

Registration and networking.

- Coffee and pastries served

09.30 - 10.30

Welcome and introduction from host

- Our agenda
- Challenges and Opportunities for news publishers

Caspar de Bono, Managing Director, B2B

10.30 - 11.15

Media disruption, how to develop a multi-platform and distributed content strategy

- Growing digital audiences
- What a new generation of digital publishers can teach traditional media; which start-ups should media owners take note of?
- How programmatic publisher alliances are working out, and next-generation design and innovation
- How we adapt quality journalism for third-party social platforms
- How we create a culture of experimentation within a traditional news environment
- How we reach new audiences in emerging markets on Whatsapp and Line

Renee Kaplan, Head of Audience Engagement

11.15 - 11.30

Coffee break

11.30 - 12.00

How the FT uses programmatic to promote the brand and sell subscriptions

- What elements of the programmatic process should be incorporated in-house and when?
- Does taking programmatic in-house improve the speed of your programmatic journey and transparency?

Sacha Bunatyan, Global Marketing Director, B2C

8th September

12.00 - 12.45

How to reinvent your print products for today's media landscape

The FT adopted a digital-first and audience-first approach in 2015 and now exceed 2 million daily readers. But we are still focused also on growing our original print newspaper. Alec Russell, FT Weekend Editor, will talk about how the 128 year old newspaper has been able to keep its identity, focusing on quality content but also growing a print-only audience across other platforms.

- How to grow your audience around old and new products
- Knowing when to experiment: finding new opportunities within digital
- How to diversify your revenue streams across different platforms
- Premium content and scale: can we achieve both?

Alec Russell, FT Weekend Editor

Chris Nardi, Advertising Director, Luxury & Consumer

12.45 - 13.30

Lunch Break

13.30 - 14.00

How to innovate and monetise branded content

FT², the FT's new content marketing proposition, draws on our unique data and editorial expertise, leveraged by customer brands to deliver unparalleled engagement with the most sought-after audiences in the world. Powered by our unique data and refined processes, it brings together our three most valuable assets – our editorial content, our brand and our audience – to deliver commercial results for our clients.

- Why the FT acquired a controlling stake in AlphaGrid
- Engage and entertain: how to build innovative content around communities
- How to best use content distribution to enhance your brand
- How to monetise your content strategy effectively

Alexis Jarman, Commercial Director FT²

14.00 - 14.30

Voice of the Customer: lessons learnt

- Diversifying revenue streams
- Projecting a modern news brand
- Accelerating digital capabilities

Lisa MacLeod, Head of Digital, Times Media Group (South Africa)

Moderator: Daisy Donald, Customer Research Manager

14.30 - 15.15

Newsroom Optimisation

Nearly a year after optimising the newsroom, FT.com reached nearly 800k paid subscribers, a 7% YoY increase. For digital circulation, the increase was 12% YoY. James Lamont, Managing Editor will discuss:

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- How the newsroom was optimised to distribute our content strategy across different platforms
- The challenges we have been overcoming in creating a digital network
- What the FT is planning going forward

James Lamont, Managing Editor

15.15 - 15.30

Coffee break

15.30 - 16.30

Brexit briefing

11 weeks after the UK voted to leave the European Union, we are gathering leaders in news publishing for an exclusive briefing to assess how this historic decision has affected the UK's relationship with the EU, global markets, and Britain's economy.

This high-level discussion will be chaired by the FT's Innovation Editor, John Thornhill. Joining him are Martin Wolf, chief economics commentator, Brooke Masters, Companies Editor, Patrick Jenkins, Financial Editor, and Michael Stutchbury, Editor in Chief, Australian Financial Review.

Martin Wolf, Chief Economics Commentator

Brooke Masters, Companies Editor

Patrick Jenkins, Financial Editor

Michael Stutchbury, Editor in Chief, Australian Financial Review

Moderator: John Thornhill, Innovation Editor

16.30 - 16.45

Day 1 closing address

- Summary of our discussions

Caspar de Bono, Managing Director, B2B

18.00 - 19.00

Cocktails & Canapes

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Mondrian at Sea Containers

20 Upper Ground

London

SE1 9PD

19.00

ONWARDS

Conference dinner

Sea Containers Restaurant

Mondrian at Sea Containers

20 Upper Ground

London

SE1 9PD

Republishing Conference Agenda: Day 2

9th September

09.00 - 09.30

Registration and networking.

- Coffee and pastries served

09.30 - 10.15

Focused growth: how to use data and research to create customer led products and drive new revenue

- How to use data to drive product development effectively
- Developing user centric products across different platforms
- How to expand your digital reach and meet new audience needs
- Diversifying your revenue streams across all functions of the business
- Understanding new local audience opportunities within your global business reach
- Unlocking the commercial potential of new and existing integrated platforms

Tom Betts, Chief Data Officer

10.15 - 10.45

Introducing Lantern: how to enhance digital content and data tools in the newsroom

- How to enhance digital content tools in the newsroom
- How to develop content in line with your digital products
- Using technology to drive audience development and product innovation
- How to leverage data and SEO effectively

McKinley Hyden, Lead Data Analyst

Anna Lisinski, Head of SEO

10.45 - 11.00

Coffee break

11.00 - 11.45

Infusing a product mindset into a content business

The FT has been investing heavily in product development and technology. Bede McCarthy, our Director of Product, will be talking about the FT's product journey, how to infuse a tech approach into a legacy content business and Next FT has enhanced user experience across multiple devices.

- Defining audiences and setting goals for each one
- The importance of design in creating user delight
- How to choose which experiments to take
- What data can tell you
- Design and innovation and its impact on publishing service
- Extend the value of legacy brand with niche products

Bede McCarthy, Director of Product

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11.45 - 12.00

The Financial Times' editorial strategy

- Editorial themes in 2016
- What can we expect in 2017?
- What does the future with Nikkei look like?

Lionel Barber, Editor

12.00 - 12.30

Round table discussions

1. Managing technology across product and editorial
David Griffith, Head of Product
2. How to build a starter kit to understand your customers
Led by **Daisy Donald**, Customer Research Manager
3. Using audience data to build new advertising products
Led by **David Buttle**, Head of Commercial Marketing
4. Engaging Communities with compelling video and audio across different platforms
Led by **Kayode Josiah**, Head of Commercial Development, Video & Audio

12.30 - 12.45

Conference closing address

- Summary of our discussions

Caspar de Bono, Managing Director, B2B

12.45 - 14.00

Lunch break

13.00 - 14.00

Tour of the FT newsroom

- Up to 3 delegates welcome at a time
- Tours will run every 15mins
- Sign up will be available during Friday's breakfast session

14.00

Conference ends