



7th Tablet
and App
Summit
#TAS14

IFRA Expo & Conference
13-15 October, Amsterdam, RA

World Publishing Expo 2014

7th Tablet & App Summit #TAS14

14-15 October, RAI Forum, Amsterdam

(Direct access from Expo Hall 10)

Think mobile in everything you do

The unstoppable rise of mobile traffic is shaking up news organisations. It is time for news publishers to think mobile in everything they do. The 7th Tablet and App Summit, #TAS14, will showcase recent mobile news case studies, show how to design and build winning news products and bring expert voices to the stage ready to answer everyone's questions at this crucial moment.

Why is simplicity so important to Yahoo News Digest? Do you know how The Guardian revamped its App? Have you heard about the Dutch online news revolution? Why is NYT pushing mobile with increased urgency? What makes Aftonbladet so successful recruiting paid subscribers on mobile?

All the information at www.wan-ifra.org/tas14

We are tweeting the latest news about the conference

@digitalmediaGLO Join the conversation!

Times

Tue 14 Oct., 14:00 – 19:30, Wed 15 Oct., 9:30 – 13:00,
followed by lunch

The Programme

Session: Design successful mobile news experiences

- Designing apps for users... and brands
- Two tempos: Rhythms for storytelling in the digital age

Session: Build second generation of news apps

- The Guardian new app: making a next-generation product
- Pioneer news product from NRC Media
- "When, Why, and more importantly, How"
a preamble for important choices

Session: Combat advertiser underinvestment in mobile

- Prove your own faith
- Innovative ad formats for mobile platforms

Session: Increase reader revenue on mobile

- Growing a base of first-time users and loyal subscribers
- The paywall model and mobile users
- Recommendations to take home

World Digital Media Awards & Networking

Tuesday evening right after the Conference

The best of the best in Digital Publishing.

Have a drink with us and network!

Included in your conference ticket.

**Network
at the
evening
event!**

Speakers

Alex Breuer,
Creative Director,
The Guardian,
UK



Alexis Johann,
Managing Director,
Styria digital one,
Austria



Pierre de
Grandmaison,
Head of Business
Development,
Teads.TV, France



Luke Miller,
Experience designer
at Yahoo!,
USA



Mario García,
CEO and Founder,
García Media,
USA



Sofia Olsson Olsén,
Head of Aftonbladet
Plus,
Sweden



Tom Grinsted,
Group Product
Manager for Mobile
and Devices,
The Guardian, UK



Freek Staps,
Head of NRCQ,
The Netherlands



Alexandra Hardiman,
Executive Director of
Mobile Products,
The New York Times,
USA



Marjolein Stromeier,
Head of Mobile
at Mobext (Havas
Media Group),
The Netherlands

Kindly supported by:



Practical information

Venue

Amsterdam RAI
Holland Complex, Halls 9/10/11
Europaplein
NL 1078 GZ
Amsterdam, The Netherlands
www.rai.nl

Opening hours

13-15 October 2014, 9:30-18:00

Accommodation

RAI Hotel & Travel Service is your personal travel partner in Amsterdam. Find and book your ideal accommodation at www.wan-ifra.org/expo_hotel at special Expo rates.

Flights to Amsterdam

Air France & KLM is the official carrier for World Publishing Expo 2014. Both airlines offer attractive discounts on a wide range of fares on their worldwide flights. Visit www.wan-ifra.org/node/115181 for more information.

Partners



Get the Media Executive Pass!

Make your visit to the World Publishing Expo even smoother and at the same time enjoy all the events available.



Your ticket options

Register online at www.wan-ifra.org/expo_ticket

Expo Visitor Pass

(includes Media Port Open Stages)

Online registration	On-site registration
EUR 59 (Season Ticket)	EUR 99 (Season Ticket)
EUR 29 (Daily Ticket)	EUR 59 (Daily Ticket)

Strategic Conferences Pass

(includes Expo Season Ticket)

	Members	Non-Members
Newsroom Summit	EUR 890	EUR 1190
Tablet & App Summit	EUR 690	EUR 890
World Printers Forum	EUR 890	EUR 1190

Media Executive Pass

(includes access to all Conferences + Expo Season Ticket)



WAN-IFRA members	Non-members
EUR 1390	EUR 1990

Startup Tour

13 October, 17:45 – Visit the innovators of Amsterdam

Seats limited to 40!	EUR 150
-----------------------------	---------

All prices + VAT