

World Printers Forum #WPF14

15-16 October, RAI Forum, Amsterdam

(Direct access from Expo Hall 10)

Join us at the inaugural World Printers Forum conference and hear the latest on innovations in print around the world:

- Network with fellow worldwide print experts
- Learn about best methods to promote print
- Capture new business with digital newspaper printing
- Discuss new business models for print
- Attain consistent high quality printing
- Get insight on customers' expectations, and more

The World Printers Forum (WPF) is a new initiative by WAN-IFRA for the newspaper printing and production community including both experts from newspaper printing and production operations and vendors of related equipment. This Forum will address the issues of concern to the printing community and will work to bring innovation to all areas of newspaper production.

Programme

- The role of print in newspaper publishing
- Color Quality: What ad customers expect
- Color Quality: Consistent high quality printing
- Color Quality: High print quality – a regional newspaper print plant case
- Materials and Sustainability: Sustainable forest management
- Materials and Sustainability: Newsprint waste management
- Materials and sustainability: How to correct wrong perceptions regarding print media
- Keynote speech: The mindset of innovation
- Business Innovation: Visual storytelling
- Business Innovation: Using an external operator to run the print plant

- Business Innovation: Improving customer relations by a web-based communication system
- Digital Printing: Digital newspaper printing in Chicago
- Digital Printing: Digital imprinting
- Future Print: Interactive newsprint and the Internet of things
- Round table discussion:
Print around the world in 60 minutes

Times

Wed 15 Oct., 14:00 – 18:00 · Thu 16 Oct., 9:30 – 15:30

Speakers



André Ferreira,
Coordinator of
Process Engineering,
Infoglobo,
Brazil



Martyn Eustace,
Managing Director,
Print Power Europe
and Newvizion
Consulting, UK



Armin Elm,
Technical Director
Mittelrhein Verlag,
Germany



Muharrem Yaşar,
Quality and Coord.
Manager, Zaman
Newspaper,
Turkey



Bjarne Tormodsgard,
Editor in Chief,
Hallingdølen,
Norway



Paul Egglestone,
Digital coordinator,
University of Central
Lancashire, UK



Karl Malik,
Publisher,
PreMedia Newsletter,
Germany



Rodd K Winscott,
President, Newsweb
Corporation,
Printing Division,
USA



Kasturi Balaji,
Director,
Kasturi & Sons,
India



Saranga
Wijeyarathne,
Director, Marketing,
Ceylon Newspapers,
Sri Lanka

See full and updated programme, information and registration on www.wan-ifra.org/wpf14

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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
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All prices + VAT