

20. NOVEMBER 2015 / BERLIN

DIGITAL INNOVATION IDEAS DAY

New Mobile Apps

Social Media

Moving Image



Big Data

Digital Strategies

Marketing Concepts

Product Development

Paid Content Models

Digital Tools



1
DAY



20+
BRAINSNACKS



7
MINUTE PRESENTATIONS



FLY IN
FLY OUT

DIGITAL INNOVATION IDEAS DAY Berlin

20. November 2015

How European news publishers can embrace a start-up culture to leverage mobile, social media, video, and data for revenue and engagement. Compact, practical, international with a whole lot of input. Get new ideas and see innovations for digital channels in firm brainsnacks! Get profit for your digital activities from more than 20 presentations each 7 minutes long! Grow your digital business!



Conference Moderator Wolfgang Bretschko

Angel Investor at Coco360 e.U, Austria
(former Speaker of Styria Media Group management)

- 09:30 Registration and welcome coffee
- 10:15 Welcome by Moderator
- 10:30 Brainsnack sessions 1-7
- 11:45 Brain and coffee break
- 12:15 Brainsnack sessions 8-11
- 13:00 Brain lunch
- 14:00 Brainsnack sessions 12-17
- 15:00 Brain and coffee break
- 15:40 Brainsnack sessions
- 16:15 Brilliant wrap-up by Moderator

Media Startup – Blogfoster: ‘Wordpress’ for Advertising for Bloggers and Other Long-Tail Publishers

Blogfoster is a new innovative web-app, which provides bloggers and web-publishers with useful tools to analyse, optimize and monetize their blogs and other content websites.

Jan Homann
Co-Founder & Managing Director, Blogfoster, Germany

Media Startup – LocalFocus: A Data-Driven Web Tool that Collects Data from Different Sources and Makes it Insightful for Journalists

LocalFocus collects data both manually and automatically on everything from election results to crime statistics to what people are spending on dog taxes in different cities. Journalists can use that data for their news stories. They can make selections within the data and get an immediate visual feedback so they can easily spot interesting trends for their story. They can also upload their own data. LocalFocus generates maps and charts from that data and these can then be used to enrich articles. The visuals are fully responsive and in their own branding; embeddable on publishers' websites.

Jelle Kamsma
Founder, LocalFocus, The Netherlands

See the complete agenda and further information on the Ideas Day by clicking here!



How to Make Agile Development Work with just 4 Developers

Gota Media is a large organisation with 400 employees in 11 newsrooms. Limited in budget like everyone else, there is always a strict priority making in what the development team chooses to develop. One of the key decision points to what is developed and what not is to be sure that the functionality they create can be used by as many newsrooms as possible. Both editors and reporters are involved in the development process together with the developers, from idea to implementation.

Peter Sigfridsson
Head of Production Development,
Gota Media, Sweden

Media Startup – Vicomi: Emotion-Enhanced Comments and Recommendations

Vicomi measures user's sentiment towards the site's content and converts these emotional insights into real actions: optimize ads, increase engagement and extend visit time.

Eli Ken-Dror
Co-Founder & CEO, Vicomi,
Germany



Extensive Personalisation on the Completely Newly Built www.fd.nl

Many publishers have tried to add personalisation to their website and failed, Het Financieel Dagblad – “the financial times” of The Netherlands – has persisted, tweaked and tested and has now achieved a much more active digital readership. Mathieu will outline the approach used, will share statistics and show what's next to further improve our digital readership.

Mathieu Halkes
Product Manager Digital, Financieel Dagblad, The Netherlands

Date

20 November 2015
10.00 a.m. – 4.15 p.m.

Conference venue & Hotel options

Microsoft Atrium
Unter den Linden 17
10117 Berlin

Getting there

From Berlin Tegel Airport, a taxi to the city centre takes 25 minutes. From Berlin Schönefeld Airport, a taxi to the city centre takes 45 minutes.

Where to stay the night

Hotel: Berlin has a good deal of hotels in the city centre. In walking distance from Microsoft Berlin, you will find:

NH Collection Berlin

(6 minute walk)
Approximately €85/night

Regent Berlin Hotel

(4 minutes walk)
Approximately €230/night

Other options:

Hotels.com

Teilnahmegebühr

€ 700,00 zzgl. MwSt. for BDZV or inma members
€ 900,00 zzgl. MwSt. for non-members
€ 150,00 zzgl. MwSt. für attendees with Brainsnack

target group

publishers, managing directors, chief editors, heads of sales, marketing and digital departments, innovation and business development manager

Interested to present a Brainsnack?

Get more information from:
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BDZV or inma member

Non-member

With Brainsnack presentation

Binding Registration:

last name

first name

publisher

position

phone

e-mail

date/signature

Invoice Address:

firm

address

zip code/city