A new publishing experience: Frankfurt Academy launches CONTEC Frankfurt.

- Conference debuts on 8 October in Frankfurt
- Highlights current market developments and addresses complexity in today’s publishing business
- New formats encourage interaction, conversation, learning
- Includes EDItEUR’s supply chain programme

The Frankfurt Academy announces the debut of CONTEC Frankfurt – a new, highly-engaging event experience created to highlight the latest developments in publishing and to serve the needs of a broad range of industry players. CONTEC will bring together the entire publishing ecosystem – from trade and STM publishers to service providers and tech startups – on one platform to redefine and redesign the experience of publishing. The full-day event will premier on Tuesday 8 October 2013, in the run-up to the Frankfurt Book Fair (9 – 13 October 2013), at the Frankfurt Marriott Hotel.

EDItEUR is delighted to be playing a key role in the launch CONTEC Frankfurt. Our supply chain programme will be incorporated into the conference and we very much look forward to welcoming our members and friends on the eve of the Frankfurt Book Fair.

Reader experience is, of course, a much-debated and important topic right now, but CONTEC shines a light on the many ways the experience of publishing itself is changing – exploring new parameters for creating, conveying, curating, distributing and attributing value to content. CONTEC brings together all stakeholders in the publishing ecosystem to engage across categories and across disciplines. With interactive formats and tutorials, attendees can expect a dynamic day of sessions designed to encourage interaction, conversation, and active learning. For example, during breaks, attendees will be encouraged and rewarded for seeking out people who have attended other sessions. Panelists will challenge each other with opposing opinions on highly-relevant topics, and some panels will even feature one empty seat for audience members who have a strong point of view to add to the conversation. Attendees will also have the opportunity to vote for their favourite startups from around the world and meet the semi-finalists in-person at CONTEC Frankfurt.

Serving as CONTEC program chair will be Kat Meyer, known previously for her work on the international Tools of Change conference series.

Topics covered at CONTEC Frankfurt will include copyright, open web, standards, globalisation, digital formats and platforms, pricing, accessibility, and more. CONTEC will explore the relationships between publishers and startups and introduce innovative approaches and new business models in
Publishing. Attendees will be able to choose from among four parallel tracks focussed on different themes, including EDItEUR’s supply chain programme.

Within the Supply Chain track, there will be key sessions covering the legal and business issues of first sale rights and digital resale, and the case for increased standardisation and automation of rights transactions and the development of rights registries and exchanges.

Confirmed speakers include:

- Peter Balis, Director, Digital Business Development at Wiley
- Victoriano Colodron, Senior Director, Global Relations at Copyright Clearance Centre
- Godfrey Rust, consultant at Rightscom
- Bob Kasher, iviago

Rüdiger Wischenbart will lead a data-driven session on the global development of the e-book sector, and where the opportunities are for international publishing.

Another planned session will cover accessibility issues faced by print-impaired readers, where ongoing discussions of a new global copyright treaty may change the publishing landscape. And as always from EDItEUR, there will be focused presentations on new developments in metadata that will provide actionable advice on making the most of your printed and digital products in today’s crowded market.

EDItEUR is delighted to be able to offer significant discounts for the 2013 CONTEC event. For bookings made before 15 July 2013, EDItEUR is pleased to offer a special EDItEUR early-bird rate of €418 + VAT, 5% off the standard early-bird rate. To take advantage of this offer, please use the promotional code CONTEC13SC5 when booking.

After 15 July, EDItEUR is able to offer a special rate of €440 + VAT, a 20% discount off the full price ticket. Use the promotional code CONTEC13SC.

Please note that all tickets include a trade visitor’s five-day ticket to Frankfurt Book Fair itself.

For more information and for program updates, please visit www.book-fair.com/contec. We look forward to seeing you there.