“Translating Change Into Opportunity — Now”

7-9 May 2008
Beverly Hills, USA
The big ideas transforming the world’s “best-practice” newspaper companies into multi-media audience aggregators will be on display at the 78th Annual INMA World Congress May 7-9 in Beverly Hills under the theme “Translating Change Into Opportunity — Now.”

Send your company’s top managers charged with revenue, audience, and brand growth to learn how to:

- Identify hidden assets that can breathe new life into your business model.
- Re-imagine your circulation base as a collection of profitable audiences.
- Grow total audience across platforms and sell that growth to advertisers.
- Change your company’s culture to be market-sensitive.
- Extract maximum advertising value per medium.

The INMA World Congress will set an aspirational agenda for newspaper companies: where the trends are pointing us and what leading newspapers worldwide are doing to change.

Held in the shadow of the world’s entertainment capital, the Beverly Hills conference will put you in peer-to-peer contact with newspaper executives charged with leading change.

Especially in today’s atmosphere, experience the breadth of ideas that only INMA can bring together on one stage. Let INMA be your lifeline to ideas.

About INMA

INMA (www.inma.org) is the world’s leading provider of global best practices and marketing ideas for newspaper companies looking to grow amid profound market change. With more than 1,200 members in 82 countries worldwide, INMA harvests the world’s best ideas to grow audience, revenue, and profitability for newspaper companies.

INMA World Congress brought to you with strong support from our Partners In Business

The Beverly Hilton 7-9 May 2008 Beverly Hills, USA
Beverly Hills is home to the stars of the entertainment world, unparalleled shopping, pulsating nightlife, exquisite dining, and central access to the best that Los Angeles and Southern California have to offer.

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WEDNESDAY, MAY 7

8:30 a.m.-12:00 noon
Pre-Congress Study Tour of the Los Angeles Times
In this private visit to the Los Angeles Times hear how the company is confronting audience development, marketing, advertising, and online.
Rob Barrett, General Manager/Vice President, Online
Bob Bellack, Senior Vice President, New Media, and Chief Financial Officer
John O’Loughlin, Senior Vice President/Marketing, Planning, and Development
Lynne Segall, Vice President/Entertainment Advertising

THURSDAY, MAY 8

8:30 a.m.
Opening Ceremonies
Ed Efchak, President, INMA, USA
David D. Hiller, President and Publisher, Los Angeles Times, USA
Juan Señor, World Congress Moderator, and Director, Innovation International, London, United Kingdom

Theme: Unlocking Value

9:00 a.m.
Leveraging the Newspaper’s Hidden Assets
This presentation will focus on what to do when your growth formula of the past begins to approach its limits, demanding that your company change its strategic focus and redefine its core.
Christopher Zook, Head of Global Strategy Practice, Bain & Company, and Author, Unstoppable: Finding Hidden Assets To Renew the Core and Fuel Profitable Growth, Amsterdam, The Netherlands

CONGRESS PROGRAMME

10:00 a.m.
Social Networking and Digital Migration: How Newspapers Can Position Themselves for Growth
What the future holds for online advertising and social networking, and how newspapers can capitalise, will be the focus of this presentation.
Charlene Li, Vice President, Principal Analyst, Forrester Research, and Co-Author, Groundswell: Winning In a World Transformed By Social Technologies, San Francisco, USA

11:00 a.m.
Networking Break

11:45 a.m.
The Yahoo Moment for Newspapers
Newspapers and Yahoo! have partnered on classified advertising and content. Where will this relationship go, and what are the emerging value propositions?
Lem Lloyd, Vice President/Newspaper Consortium, Yahoo!, Sunnyvale, USA

12:45 p.m.
Lunch

Theme: Advertising Innovation

2:45 p.m.
Modular Pricing and Sectional Pricing: How Toronto Star Introduced Radical Change In Advertising
The Toronto Star has transitioned from space-based advertising pricing to modular pricing and introduced sectional advertising pricing. Learn about the transition and early results.
Jagoda S. Pike, Publisher, Toronto Star, and President, Star Media Group, Canada

ATTENDING THE INMA WORLD CONGRESS will be the best investment of your time and money, I guarantee it. I speak from experience and a rich track record INMA has of bringing the right people together to talk about topics and really do help you improve your business. At the very least you will think about the business from new perspectives with a focus on what the opportunities are versus from the doom and gloom approach we hear all to often in our industry. Send your best!
— Dennis Skulsky, President and Chief Executive Officer, Canwest Publishing Inc., Canada

THE LAST INMA WORLD CONGRESS was an amazing experience for me and my colleagues I convinced to come along with me. Something really different from other conferences I had attended before. The conference in itself is a real show, a great experience. You live it, you feel it. And of course, networking, picking up new ideas, feeling the rising trends in the market. Sure, I’ll do anything to be at the 2008 conference.”
— Olivier Bonsart, Directeur Délégué, Groupe SIPA/Ouest-France

HTTP://WORLDCONGRESS.INMA.ORG
3:15 p.m.
Irregular Advertising Formats and Projecting Creativity to Agencies and Media Buyers
Folha de S. Paulo’s foray into irregular advertising formats includes unique combinations of display ads, origamis, packages, giant vertical and horizontal pullouts, wrap-around belts, and more. Learn how the newspaper’s innovative advertising formats programme has captured the creative imaginations of the marketing community. Learn more about this programme in this hands-on case study.
Marcelo Benez, Advertising Director, Folha de S. Paulo, Brazil

3:45 p.m.
Advertising Across Media Platforms
In the new multi-media newspaper company, it’s more about results than the medium. Learn how a leading European newspaper is delivering results for advertisers using a multi-media approach.

4:15 p.m.
Question-and-Answer Session: Advertising Innovation

5:00 p.m.-6:15 p.m.
Reception

FRIDAY, MAY 9

8:30 a.m.
Review and Overview
Juan Señor, Moderator

9:15 a.m.
From Urban To Suburban To Exurban: Chasing Eyeballs to the Hyper-Local Level
As traditional urban newspapers chase upscale consumers across broader geographies, the need for hyper-local news and advertising is greater than ever before. Learn how a U.S. newspaper is transforming definitions of hyper-local “success.”

9:45 a.m.
Growing Audience Across Print and Online Platforms
Impacted by a sprawling geography and being on the cutting edge of technology-driven consumer multitasking, the Orange County Register aggregates its total daily audience across print titles and web sites. Learn their audience goals and how they are evolving their methods to reach them.
Terry Horne, President and Publisher, Orange County Register, Santa Ana, USA

10:15 a.m.
Engaging Readers and Advertisers
Philadelphia Media Holdings bought the Philadelphia Inquirer and Daily News two years ago with a strategy to invest in marketing the newspaper to counter projected circulation and advertising declines in a mature market. Learn how Philadelphia Media Holdings is employing successful strategies to gain new readers and provide customer solutions for advertisers.
Brian P. Tierney, Chief Executive Officer, Philadelphia Media Holdings, USA

10:45 a.m.
Identifying Value Propositions
In the past four years, India’s HT Media Ltd. has transformed itself into a fast-growth, multi-media, publicly owned national player led by the English-language daily, the Hindustan Times. Find out the secrets behind their success and what the future holds for this cutting-edge company in the world’s hottest national newspaper market.
Rajiv Verma, Chief Executive Officer, HT Media Ltd., New Delhi, India

11:00 a.m.
Networking Break

11:45 a.m.
Imagining and Implementing Cultural Transformation
Newspaper companies are transitioning from editorial, operations, and sales cultures to a marketing culture. Learn what a true customer focus means to a leading packaged-goods marketer.

12:45 p.m.
WRH Marketing Lunch

About the Trade Show

The INMA Trade Show brings together vendors with newspaper executives and decision-makers from around the world. Industry-leading companies ranging from advertising services to promotions to databases to technology solutions will be on hand. The Trade Show in Beverly Hills will offer an intimate atmosphere to make new business contacts and renew relationships. Confirmed exhibitors as of January 20 include:

- Editorial Sol90 S.L.
- Paperview
- Planeta DeAgostini
- PRISA Group
- PubliGroupe
- UPM
- WRH Marketing

Welcome Reception, May 7

Be welcomed to Beverly Hills in style at a PubliGroupe-sponsored welcome reception introducing you to Southern California and to INMA colleagues from around the world. The reception will feature the announcement of results from the inaugural PubliGroupe/INMA Innovative Business Models Contest.

Reception, May 8

After the first formal day of the World Congress programme, relax at a reception in the trade show area before enjoying a business dinner or the nightlife with colleagues.

Gala Dinner, May 9

Join INMA for a red carpet gala dinner extravaganza Friday evening, May 9, in Beverly Hills. Home to the Golden Globe Awards, The Beverly Hilton will host the closing Gala Dinner of the 78th Annual INMA World Congress, which will feature the presentation of INMA Awards 2008 and the Silver Shovel Award. Reserve your seat to witness the unveiling of the year’s top newspaper marketing campaigns worldwide. Learn the recipient of the coveted Silver Shovel Award, honouring an unparalleled commitment to INMA.
Hotel

The Beverly Hilton will host the 78th Annual INMA World Congress. The hotel has combined the excitement of Hollywood with the elegance of Beverly Hills for 50 years hosting notable events such as the Golden Globe Awards. To make a room reservation at The Beverly Hilton, please telephone +1 310 274-7777 and mention the “International Newspaper Marketing Association.” INMA has negotiated a special group rate of US$265 (single/double) for any delegate wishing a sleeping room at The Beverly Hilton. Reservations must be made by April 13, 2008. After this date, accommodations will be confirmed only according to hotel availability.

Transportation Information

From Los Angeles International Airport, the distance to The Beverly Hilton is 12 miles (19 kilometers):
- **Super Shuttle:** US$16 (makes other stops)
- **Estimated Taxi Fare:** US$30-US$45 from the airport, US$38 flat rate to the airport
- **Estimated Limo:** US$125

Partners Programme

Register your spouse, guest, or partner for a taste of Beverly Hills and the top social activities at the INMA World Congress. The Partners Programme will include:
- Welcome Reception on Wednesday evening, May 7
- A private tour of The Getty Museum, lunch, and shopping on Rodeo Drive on Thursday, May 8
- A private “behind the velvet rope” tour of Hollywood and Beverly Hills hot spots, lunch, and shopping on Friday, May 9
- Gala Dinner on Friday evening, May 9

Post-Congress Tour

Unwind with INMA friends for an intimate and exclusive afternoon lunch and wine cruise in the stunning Marina del Ray area of Los Angeles. This cruise is optional.
REGISTRATION PREFERENCE

- Mail/post to INMA World Congress, 10300 N. Central Expressway, Suite 467, Dallas, Texas 75231, USA (along with payment)
- Fax to INMA World Congress at +1 214 373-9112 (along with payment information)

DELEGATE REGISTRATION

Mr. ❑ Mrs. ❑ Ms. ❑ Dr. ❑ Other ❑
First Name ____________________________
Surname/Last Name ______________________
Title/Function __________________________
Company ______________________________
Address ________________________________
City __________________________ State ______
Postal/Zip ___________________________ Country ________
E-Mail _________________________________
Telephone _____________________________
Fax _________________________________
Preferred Language: ❑ English ❑ Spanish

PAYMENT

Registration Dates Through Feb 15 Feb 16 - Apr 1 Apr 2 - May 2 After May 2**
INMA Member Delegate US$1,075 US$1,175 US$1,275 US$1,375
❑ Gala Dinner US$50 US$50 US$50 US$50
❑ Non-Member + INMA Membership*
Delegate US$1,670 US$1,770 US$1,870 US$1,970
❑ Gala Dinner US$50 US$50 US$50 US$50
❑ Non-Member Delegate US$1,725 US$1,825 US$1,925 US$2,025
❑ Gala Dinner US$50 US$50 US$50 US$50
Gala Dinner Guest Pass US$50 US$50 US$50 US$50

*Price includes World Congress registration and one full year of INMA membership. You will receive your INMA membership information once your registration has been processed.
**On site registration. If a delegate registers online after the registration closing date of May 2, 2008, they must bring a proof of registration to the conference and present it at the INMA registration desk.

PAYMENT METHOD

- Bank transfer in U.S. dollars to: INMA - Account No. 484-6024937-66, Chase Bank (ABA 113000609) SWIFT CHASUS33, Dallas, Texas, USA (bank charges and commissions to be paid by sender)
- I have enclosed a cheque/money order in the amount of US$_______ payable in U.S. funds through a New York Exchange.
- Charge my fee to: ❑ American Express ❑ MasterCard ❑ Visa

Credit Card Number _____________________________
Expiration __________ Name on Credit Card ________________________________
Signature ________________________________

WHAT DOES REGISTRATION INCLUDE?

A Delegate Registration includes all aspects of the INMA World Congress except the Gala Dinner, the Partners Programme, and the Post-Congress Tour where additional payments are required. A Partners Programme Registration includes the Welcome Reception and the Gala Dinner.

CANCELLATION POLICY

Conference registrations are subject to a US$250 fee for cancellations between March 15 and April 15. No refunds are made after April 15. Hotel room cancellations must be made directly with the hotel.