

Publishers Breakfast Seminar

Thursday 25th June 2009

The Law Society's Hall, Chancery Lane, London

Supported by: **Fusion** | Corporate Partners LLP

100 ways to win through in online publishing - How to sweat your existing business assets

What does it cover?

Leading industry players Madgex, SiftGroups and SiteVisibility have come together to bring you this exciting breakfast-time event.

Even in today's tough climate, publishers can prosper in the online arena by sweating their existing assets.

In association with specialist media M&A advisors Fusion Corporate Partners, this event will show you detailed practical case studies demonstrating successful approaches to deliver maximum returns from existing investments. A free whitepaper accompanies the event (only available to attendees).

Surviving in this climate is all about using your existing resources optimally, perhaps doing things a little differently; but also by maximising the effectiveness of your people, your technology and your strategies.

Over breakfast we will give you insight into what works and what doesn't, along with 100 ideas to take away and try, all delivered within a short briefing to let you achieve the most from your day.

For those who have a little more time, we will be holding 3 breakout sessions immediately after the briefing, answering questions from the morning and giving help and advice through one-on-one surgeries.

Why attend?

With advertisers feeling the pinch, recruiters cutting back and competition fiercer than ever, you need to be on top of your game. This case-study led programme will give detailed illustrations of innovative techniques that can lead to generating greater revenues.

Who should attend?

This seminar is specifically designed for Publishers and Directors who are responsible for the effectiveness and profitability of their online titles.

About Madgex

Madgex are the experts in job board software with a passion for user experience, working with leading media businesses including Haymarket Media & The Guardian.

madgex

● Powering job board business

About SiftGroups

SiftGroups brings unique first-hand online publishing experience combined with strategic, creative and technology skill sets to help clients grow their business through planning, building and monetising online publishing solutions.

**sift
groups**

About SiteVisibility

SiteVisibility enables publishers to deliver greater value from their existing content by improving search engine optimisation (SEO), traffic and conversions.

siteVISIBILITY
A division of AI Digital

About Fusion Corporate Partners

Fusion is an independent M&A Advisor whose team have completed over 60 digital and traditional media transactions.

Fusion | Corporate Partners LLP

"We considered several software development companies as partners and Madgex demonstrated capability and experience in building jobsites that gave us tremendous confidence in them as long term partners. Our experience to date has more than lived up to the sales pitch."

Etienne Maccario, Online Publisher of BrandRepublic Jobs Asia

"Sift have proved to be much more than just a web development company. Through their series of workshops we have been able to effectively focus our thinking and draw out all of our requirements. The experience has been a very productive one and has helped us to work towards a community focused, commercially viable replacement for our existing Homebuilding.co.uk website."

Gill Dawson, Web Services Director Accent Publishing Ltd

"SiteVisibility understands the business of online publishing - their pro-activity and collaborative approach to SEO and PPC has resulted in a positive ROI for Lexis Nexis."

Charles Barber, Head of Marketing and Online Communities, Lexis Nexis

Venue, directions & agenda

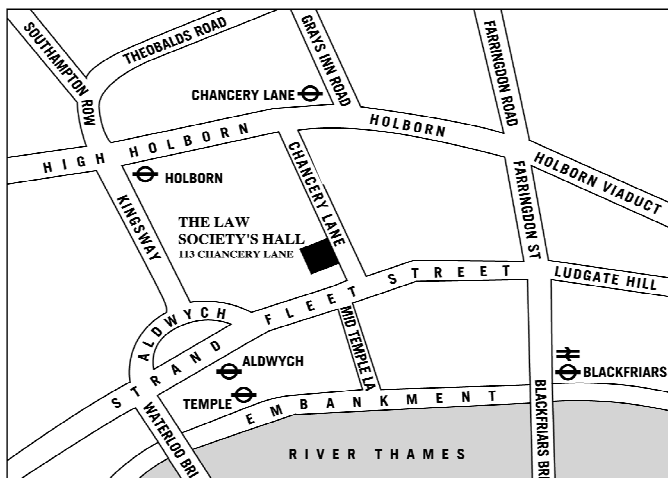
Venue

The Law Society's Hall
113 Chancery Lane
London WC2A 1PL

Directions to the venue

113 Chancery Lane is located in Zone 1 of the London Underground, near to the following stations:

Chancery Lane (Central Line)
Temple & Blackfriars (Circle Line)



Thursday 25th June Seminar Agenda

- 08.30 Registration with coffee and bacon rolls***
- 08.55 Welcome address and introductions**
Ben Heald, CEO SiftGroups
- 09.00 SEO tactics to boost revenue and results in a recession**
Helen Trendell, Digital & Search Marketing Manager, SiteVisibility
- 09.30 Replacing lost revenue streams**
Lawrence Clarke, Head of Consultancy, SiftGroups talking with Steve Roth, Managing Editor, Sift Media
- 10.00 A user-centred view on leveraging your assets**
Dr Harry Brignull, Head of User Experience, Madgex (Case study) Simon Devitt, Online Publishing Director, Haymarket Business Media
- 10.30 Main presentations close**
Briefing on breakout session
- 10.45 Breakout session**
Brems Room
- 12.15 Event Close**

* Vegetarian alternative available

Price and booking

This is a FREE event all that we ask is that invitations are confirmed in advance. To book please speak to your normal sales contact or go to : www.sift.com/breakfastseminar to register online.

Contacts

If for any reason you cannot attend and would like to find out more about Madgex, SiftGroups, SiteVisibility or Fusion please call:

Marleen Kinder, Madgex 01273 712770

Simon Phillips, SiftGroups 07815 910 360

Jason Woodford, SiteVisibility 01273 733433

Toby Gordon, Fusion Corporate Partners 07966 014 940