

## Media and B2C Breakfast Seminar

Wednesday 20th January 2010, The Law Society's Hall — Chancery Lane, London

# Successful revenue & cost models: digital opportunities for media and B2C companies

## What does it cover?

Using client success stories for case studies, Madgex and Abacus e-Media have come together to bring you this informative breakfast-time event. Our aim is to equip you with implementable ideas to create new revenue and profit streams, as well as saving costs.

In what Time magazine called 'the decade from hell', media and publishing companies have had some of the front seats on the economic roller coaster. Taking both hits to their revenues and profits in advance of others, equally they are always amongst the first to fight back. This two-hour seminar shows you how organisations with strong brands and engaged communities can relatively easily implement the tools to introduce new online revenue models with rapid ROI, as well as rapidly cutting costs through streamlining production and editorial processes.

As well as discussing the theory and implementation practicalities, we are proud to welcome clients who have proven the models on their bottom-lines.

## Why attend?

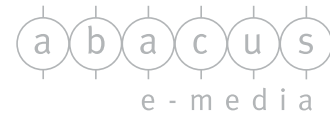
We want you to get the maximum return on your time investment with a short, informative, evidence-based event in a central location at the start of your working day. We ask you to enjoy the breakfast, enjoy the facilities and take away some ideas for your teams to implement.

## Who should attend?

This seminar is designed for Directors and senior decision makers who are responsible for maximising the effectiveness and profitability of their brand and engaged communities via their online presence.



Madgex are the experts in innovative job board and CV Search & Match software with a passion for user experience, working with leading media and publishing companies.



Abacus e-Media specialise in solutions and publishing software for the media sector, employing experts from the sector to help evolve their software products using their knowledge of the rapidly evolving digital landscape.

"We chose Madgex, because they are the recognised experts in job board delivery and candidate engagement and they have certainly exceeded our expectations."

Jonathan Turpin, Digital Director, Bauer Radio

"Our editorial staff could talk to Abacus, and they were all speaking the same language, without need for translation which for us represented a huge plus. Added to this, Webvision v3 just worked out of the box, could be integrated with other products [integrated recruitment services are powered by Madgex], and it did almost exactly what we wanted it to do."

Jeff Leslie, Digital Technology Director at Emap Inform

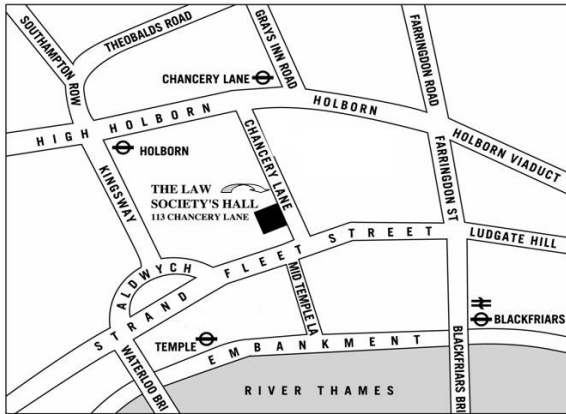
"Abacus offered a flexible and collaborative approach, demonstrating a keen understanding that a one-style-fits-all strategy would not work for Centaur Media, where each title is encouraged to find the best fit for its specific market."

Galya Holden, Web Services Director at Centaur Media

# 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 (Circle Line – Blackfriars closed)

## Seminar Agenda

– Wednesday 20th January

8.15 - 9.00	<b>Registration and Breakfast</b>
9.00	<b>Introduction</b> Simon Conroy, CEO, Madgex
9.00 - 9.30	<b>A cost-effective platform model: streamlining the production and editorial processes</b> Ian Eckert, Project Director (ex-Internet Director at TSL education), Abacus
9.30 - 10.00	<b>A powerful business case: how the ROI models stack up for media brand owners</b> Mads Moller, Global Sales Director, Madgex
10.00 - 10.30	<b>Lessons learned: reduce your development overhead and increase commercial inventory</b> TBA - Digital Director
10.30 - 11.00	<b>Making alternative revenue models work: A TV company and online recruitment</b> David Archer, Managing Director, Scottish Television
11.00	<b>Coffee and networking</b>

## 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 [register online](#).

## Contacts

If for any reason you cannot attend and would like to find out more about Abacus e-Media or Madgex, please call:

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