

# New initiatives for World Publishing Expo 2016

The World Publishing Expo, organised by the World Association of Newspapers and News Publishers (WAN-IFRA), will take place in Vienna from 10-12 October 2016.



It will have a revamped concept, highlighted by the new Digital Media World and Print World conferences and expanded expert guided tours, all focused on maximising each media executive's Expo experience.

The new format is geared toward creating even more valuable takeaways for visiting news media executives through a more integrated programme - all under one roof and all included in the Expo entrance fee.

"The organisation constantly strives to serve as the knowledge hub for its members and the news media industry, and the World Publishing Expo is a natural and crucial extension of that," says Vincent Peyrègne, CEO of WAN-IFRA.

"We are focusing all of our resources and activities around our members' and the industry's most pressing topics and challenges to wholeheartedly support their efforts with ongoing transformation," adds Thomas Jacob, COO of WAN-IFRA. "Next year's event will reflect that with a more personalised journey for each visitor, to better inform them of the key trends and technologies that could impact their strategies and investment plans."

The Print World and Digital Media World conferences will be free to Expo visitors and located at a central stage in the Expo hall. They will feature top-level keynotes and presentations discussing the industry's hottest topics. Each 90-minute session will alternate between the two tracks and will be followed by session-related guided tours, allowing visitors to discover the relevant exhibitors in this field and their latest innovations.

WAN-IFRA experts will be on hand to advise interested participants during these free-of-charge Guided Tours.

## Conference topics

Digital Media World topics will include Transformation Case Studies; Social Media and Platform Strategies; Monetising Mobile; Adblocking and Smart Advertising; Online Video; Paid Content 2.0; and Virtual Reality in Storytelling.

Print World sessions will focus on Innovation in Print; Inkjet Applications in Newspaper Production; Adding Value in Prepress; Print and Mailroom; International Newspaper Colour Quality Club Case Studies; as well as Opportunities of Low Grammage and Improved Newsprint.

Additionally in 2016, the Vienna show will feature matchmaking services, whereby visitors who are looking for specific technologies or services will be matched with the appropriate vendors. Visitors also will be able to book WAN-IFRA experts for free consultation on a variety of topics. The Expo will celebrate the winners of World Digital Media Awards and members of the International Newspaper Color Quality Club with an exciting Tech Nite social event.

For more information, go to [www.worldpublishingexpo.com](http://www.worldpublishingexpo.com).

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