



# Digital Innovators` Summit

## Inspiring ideas for your digital media business

Deutsche Telekom Conference Center, Berlin  
3 - 4 March 2009

**Digital media ideas are the driving factor for the future success of publishers.**

In line with this thought VDZ, the Association of German Magazine Publishers, is hosting the **"Digital Innovators Summit"** which will bring together 30 dynamic companies from two major innovation hot spots, the USA and Israel, to present their digital media concepts and offerings.

**The conference will be held on March 3-4, 2009  
at the Deutsche Telekom Conference Center in Berlin, Germany.**

Conference partners include **CeBIT**, the world's largest trade fair showcasing digital IT and telecommunications solutions, California based digital media consultancy emediaSF, and the **Israel Trade Center**.

Confirmed speakers include:

**Dr. Orna Berry**

Venture Partner,  
Gemini Israel Funds & Chair of the  
Israel Venture Association

**Chuck Cordray**

General Manager,  
Hearst Digital Media

**Dave Fulten**

Director EMEA Publisher Group,  
Microsoft Advertising

**Dr. Jochen Gutbrod**

Deputy Chairman  
of the Executive Board,  
Verlagsgruppe Georg von Holtzbrinck

**Andréa Mallard**

Senior Brand Strategist, IDEO

**Prof. Dr. Yossi Matias**

Managing Director,  
Google Tel Aviv R&D Center

**Christopher Schläffer**

Group Product and Innovation Officer,  
Deutsche Telekom AG

**Dr. Andreas Wiele**

Head of BILD Division  
and Magazines,  
Axel Springer AG

The companies presenting at the conference have been **editorially** selected based on criteria such as:

- **High relevance and cooperation potential for publishers**
- **Market proven, successful business concepts**
- **Innovative approach**
- **Potential for revenue generation, cost savings or process efficiencies.**

In addition to these innovative companies there will be renowned experts from around the world speaking on topics such as technology trends, innovation and its application, cooperation and successful models.

While one goal of the conference is to inspire and inform publishers of current and future developments, it has a special emphasis on providing publishers with concrete new business and **cooperation models** and **facilitating direct business connections**. The content of the conference will focus on the following areas:

- **Online and Video Advertising**
- **Search, SEO/SEM and Vertical Search**
- **Mobile Advertising and Tools**
- **Site and Traffic Management**
- **Content Formats and Creation**
- **Social Networking and Communities**

The Digital Innovators Summit is primarily targeted at **publishers, executives, and managers** of German and European media companies, but will also appeal to management **consultants** and **investors**. Previous VDZ conferences have attracted close to 400 participants from 40 nations.

Official Media-Partners

**HORIZONT**  
Zeitung für Marketing, Werbung und Medien

Süddeutsche Zeitung

sueddeutsche.de

Detailed information is available online at [www.innovators-summit.com](http://www.innovators-summit.com) or from Alexander von Reibnitz, tel: +49-30-72 62 98 - 150 or email [a.reibnitz@vdz.de](mailto:a.reibnitz@vdz.de).



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Deutsche Telekom Conference Centre, Berlin, Germany

## CONFERENCE REGISTRATION FORM

### ATTENDEE INFORMATION

(Please complete all information accurately as this will be used in the programme and on badges)

Mr.  Ms.  Mrs.  Other \_\_\_\_\_

First name: \_\_\_\_\_

Family/surname: \_\_\_\_\_

Name for badge: \_\_\_\_\_

(if different from above)

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Zip/Postal code: \_\_\_\_\_

Country: \_\_\_\_\_

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### PAYMENT METHOD – Euros only

Please fill in **all** information requested - otherwise your registration cannot be processed.

Conference amount due \_\_\_\_\_

(Please refer to bottom of the page and quote including VAT at 19%)

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For information about paying by bank transfer, please contact Lutz Drüge from VDZ (l.druege@vdz.de).

### PLEASE RETURN TO VDZ BY FAX:

**+49 (30) 72 62 98 - 151**

For further details visit [www.innovators-summit.com](http://www.innovators-summit.com)  
or call Alexander von Reibnitz on +49-30-72 62 98-150.



DELEGATE RATES	2009	inc VAT
Members' early bird	€1,090	€1,297.10
Non members' early bird (Early bird deadline: 7 January 2009)	€1,290	€1,535.10
Members	€1,290	€1,535.10
Non members	€1,590	€1,892.10