

DAY 1

FRIDAY

DECEMBER/1/2017

9:30 AM - 11:00 AM

Harvest your IP

A discussion on the need to understand IP in the context of your business, and improving your team's awareness of IP issues and policies. Also add to your know-how about the status-assessment essentials for your contracts.

11:00 AM - 11:30 AM

Coffee

11:30 AM - 1:00 PM

Harvesting your IP (contd.)

1:00 PM - 1:45 PM

Lunch

1:45 PM - 3:15 PM

Book as a Springboard The potential of product transformation

Rediscover the potential of your backlist and find the best-suited mode for transforming it into other media.

3:15 PM - 3:30 PM

Coffee

3:30 PM - 5:00 PM

Accelerating Global Rights Trading

Your existing contracts can be a passport for international trading. Martin Jack from IPR License tells you how to go global with your existing backlist.

DAY 2

SATURDAY

DECEMBER/2/2017

9:30 AM - 11:30 AM

Know Your Customer

Advent of the digital has bridged the gap between the consumer and the publisher. Understand the patterns, consumer behaviour and tastes to sell direct. All that you need to know about metrics-based decision making for IP commercialisation.

11:30 AM - 11:50 AM

Working Coffee

Time to refuel the brain!

10:50 AM - 1:00 PM

Idea Spark

Get your minds together to rethink, transform and monetise your product. Think big, think different, and go beyond the book!

1:00 PM - 2:00 PM

Lunch

2:00 PM - 3:00 PM

Idea Spark

An hour to lock down on your product plan and put those final touches on your presentation.

3:00 PM - 3:20 PM

Coffee

3:20 PM - 5:00 PM

Idea Speak Presentation and Feedback

The ta-da moment! Final presentations, Q&A with our experts and some feedback.

Understanding Intellectual Property and Commercialisation

The publishing industry is going through a revolution in trying to cope up with new-age content-publishing channels. Internet is not a tastemaker anymore but a content-publishing option itself changing the playing field for traditional publishing. When creativity in publishing content is the key to survival, factors such as time, resources and economics are working against it. The surplus supply of content has led to a paradox where no one wants to pay for mediocre content and it's becoming harder to judge what good content is. Therefore, it becomes important for the content publishers to equip themselves with the strategies for 360° of exploitation of content.

This year's Publishers Training Programme for Young Professionals is giving its participants a chance to run their own enterprise! The participants will be asked to do a copyright assessment of their backlist and bring two titles which they believe have diverse dissemination potential. They will be divided in groups to do a copyright assessment on the books they choose and will work on a plan to maximise the potential of the existing content. These analyses will be covered under various aspects of product transformation, Intellectual Property rights and data-driven marketing strategies.

For more details, please write to contact@newdelhi.gbo.org or call at 011 66172441, 66172442, 49120951

Organisers

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Day 1



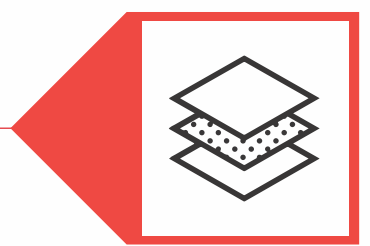
Product Transformation
Workshop



Understanding IP
Workshop



Global Rights Trading
Interactive Session



Group Exercise

GROUP EXERCISE

Develop a product transformation strategy of a chosen backlist title

TAKE AWAY

- ▶ Get clarity on IPR & contract modalities
- ▶ Group formation : Functional roles, strategy, product, concept

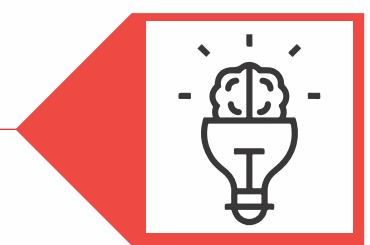
Day 2



Know your Customer
Workshop



Idea Spark
Group Exercise



Idea Speak
Business Pitch and
Feedback

CONSTELLATION

A group will consist of four to five publishing professionals and/or authors who will divide responsibilities among themselves to function efficiently as a team. Each group will also be assigned a Business Manager and a Product Manager. In the role of Business Managers will be select students from B-schools, and the Product Managers will be representatives from startups.

TAKE AWAY

- ▶ Clarity on IP-based monetisation models
- ▶ Business modelling

Understanding Intellectual Property and Commercialisation

1 and 2 Dec, 2017
9:30AM - 5:00PM

PHD Chamber of Commerce and Industry,
New Delhi



Carolin Ulrich

Creative Engineer,
DiPubli, Germany

ASK ME ABOUT

- ◆ What to transform and how
- ◆ Which platforms work best
- ◆ How to reach the consumer
 - ◆ Where lies the money

Understanding Intellectual Property and Commercialisation

1 and 2 Dec, 2017

9:30AM - 5:00PM

PHD Chamber of Commerce and Industry,
New Delhi



Martin Jack

Senior Sales Manager,
IPR License, UK

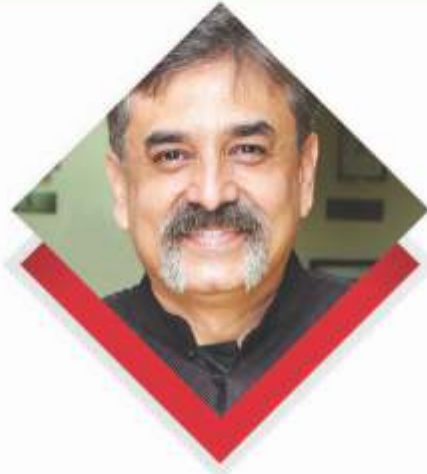
ASK ME ABOUT

- ◆ IPR demo: tips and tricks
- ◆ Global trends in Licensing
 - ◆ Global rights trade

Understanding Intellectual Property and Commercialisation

1 and 2 Dec, 2017
9:30AM - 5:00PM

PHD Chamber of Commerce and Industry,
New Delhi



Vivek Mehra

CEO,
SAGE Publications India Pvt Ltd

ASK ME ABOUT

- ◆ Contractual nuances
- ◆ Acquisition of different types of rights
 - ◆ Transformation of rights
- ◆ Copyright and plagiarism