

## PROGRAMME YOUNG PROFESSIONALS PROGRAMME 2014

**ENABLING THE FUTURE** - The Publishers Training Programme for Young Professionals is a 2 day training programme tailored to deliver a comprehensive taught course module, integrating practice and group activities, and comprising national and international experts expanding on digital trends, media & marketing strategy, DRM solutions among other topics pertinent to the publishing and allied industries.

### PROGRAMME - DAY I

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10:00 - 10:30      Welcome address

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10.30 – 11.00      Digital Trend Showcase  
*The most talked about trend relates to digital today. Find out what then are the cutting-edge breakthroughs in this domain and get inspired.*

Session led by      **Steffen Meier, Product Innovator & Marketing, Readbox Publishing**

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11.00 – 1.00      Digital Strategy Warehouse  
*Specifications on developing digital products like Apps, Video, Mobile, eBooks*

Session led by      **Steffen Meier, Product Innovator & Marketing, Readbox Publishing**

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1.00 – 2.00      **Lunch Break**

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2.00 – 3:30      Digital Rights Marketplace  
*Find out what DRM is, how it works and what the future holds*

Session led by      **Shameer Ayyappan, Sr. Product Manager – eBooks, Adobe**

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3.30 – 4.00      **Tea Break**

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4.00 – 5:00      Interactive Group Exercise

### PROGRAMME - DAY II

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10.00 – 11.30      Crossover Media Strategy  
*All about brand extension & expansion strategies, Social Media, Merchandising and e-commerce*

Session led by      **Srinivas Chilakalapudi, Chief Strategy Officer, Green Gold Animation Pvt Ltd**

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11.30 – 12.00      **Tea Break**

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12.00 – 1.00      Crossover Licensing: Book to Films  
*What is the experience of transforming a book into a motion picture and what are the licensing know-hows to be kept in mind?*

Session led by      **Ashoo Naik, Head - Licensing and New Business Initiatives at Kwan Entertainment and Marketing Solutions**

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1.00 – 2.00

**Lunch Break**

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2.00 – 3:30

Crossover Marketing

*With new market behavior challenging age old practices, what does it bode for the current marketeers? How do they cope with it? What will be the tactics and tools?*

Session led by **Steffen Meier, Product Innovator & Marketing, Readbox Publishing**

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3.30 – 3.50

**Tea Break**

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3.50 – 5:00

The Game Changer: Self-publishing

*The requirements and costs of the publishing process, printing and distribution options, promotions etc.*

Session led by **Manish Purohit, Co-Founder AuthorsUpFront & Arpita Das, Founder, Yoda Press & Co-Founder AuthorsUpFront**

## EXPERTS YOUNG PROFESSIONALS PROGRAMME

Our Programme Leaders are area experts drawn from the trade itself. Nationally and internationally renowned subject experts with extensive experience will make this training programme a distinct one adding to exclusivity of the course itself.



**Arpita Das**, Yoda Press

Arpita took a risk, and started an independent publishing house called YODA PRESS 10 years ago. Her press has since then become known for its radical, progressive titles with error-free copy and excellent production values. She is also known for the avant-garde indie bookstore YODAKIN she ran in South Delhi's hip neighbourhood Hauz Khas Village, for four years. The store became known as a hub and haven for writers, readers and a whole range of literary-minded people. In her free time, Arpita likes to learn big words from her eight-year-old and teach them to her one-year-old, and when the kids are sleeping, she likes to write.



**Ashoo Naik**, Kwan Entertainment and Marketing Solutions

Ashoo Naik, heads the literary motion picture business at CAA KWAN, India's leading talent management agency. CAA KWAN has successfully represented authors and publishers close deals regarding the transition of numerous books into motion pictures and/or television shows, including renowned authors such as Amish Tripathi, Ashwin Sanghi, Advaita Kala, Anuja Chauhan and Hussain Zaidi to name a few.



**Manish Purohit**, AuthorsUpFront

Manish has over two decades of experience in the world of newspapers, magazines and books. As far as the world of books goes, he considers himself lucky to have experimented in print, internet, mobile formats, and many Indian languages. He has set up and run publishing businesses and worked with leading brands such as The Times Group, Business Standard, Encyclopaedia Britannica, Popular Prakashan and Disney Publishing Worldwide in leadership positions.

Manish is also the co-founder of AuthorsUpFront, a self publishing platform for the creative community. AuthorsUpFront has carved a niche for itself in a short span of time and he is excited about exploring the limitless possibilities that self-publishing presents to authors. Manish also consults on digital publishing and teaches media students as a visiting faculty.



**Shameer Ayyappan**, Adobe

Shameer is the Business Owner managing the eBook business at Adobe. He helps set and drive the strategic direction for Adobe in the eBook market, and keenly tracks the evolution of DRM requirements of global publishers and distributors. He is part of BISG's EDUPUB working group and the Content Structure working group and has spoken at several venues including the Adobe Learning Summit, Learning Technologies- UK, and LearnX -Australia. Shameer holds an MS from Penn State and an Executive MBA from IIM-Bangalore.

**Srinivas Chilakalapudi, Green Gold Animation Pvt Ltd**



Srinivas is a Chief Strategy Officer at Green Gold Animation Pvt Ltd and has over 20 years of experience and spearheads the strategy of the company and works closely with the executive team in defining the roadmaps of each of the business verticals. He has been associated with Green Gold since its inception in an advisory role and took up a full-time position in 2011.

Prior to Green Gold, Srinivas held Senior Management roles at technology companies and was instrumental in setting up and building their offshore R&D centers in India. He worked with Advanced Computer Communications (acquired by Ericsson), ActivIdentity, Agami Systems and Ocarina Networks (acquired by Dell). He holds a M.S degree in CS from University of Missouri at Kansas City and a B.Tech degree in EEE from JNTU Hyderabad.

**Steffen Meier, Readbox Publishing**



Born in 1965, is head of product innovation and marketing at readbox publishing, a leading technological company of the german publishing industry, dedicated to support publishers in creating and distributing eBooks and other digital products by providing them with services and software-tools. He furthermore was spokesman of the AKEP (Arbeitskreis Elektronisches Publizieren, i.e. Working Group for Electronic Publishing). The AKEP was founded in 1992 within the Publishers' Committee of the German Publishers and Booksellers Association (Börsenverein des Deutschen Buchhandels e.V.) to promote EP competence in all areas of the publishing industries. In addition Steffen Meier joins the digital commission within the Deutsche Fachpresse (German Association of Business Media / Newspapers), is an active media blogger and consultant at different advanced education institutions.

Before joining readbox, he was for long years head of the online department at Verlag Eugen Ulmer, a german publishing house. Steffen Meier held various management positions in newspaper companies, publishing houses and IT companies.