

## Reinventing Media (and financial services better pay attention too!)

### “It’s not you, honey, it’s me”

They may be enamoured one minute, and unfaithful the next. If something new attracts their attention, your customers will stray, and soon they’ll be spending all their time with someone else.

Radical shifts in consumer habits are forcing media companies to reinvent their business models, with relentless pressure to find new ways to secure customer loyalty.

The victory of Barack Obama featured the powerful use of new media and the Internet in ways never seen before in a US presidential election. New technologies can provide delivery platforms for desirable content across multiple devices, channels and networks. But only the most clever and innovative companies will exploit these technologies to provide truly remarkable experiences to keep their customers happy – and faithful.

Is your company excelling in:

- Developing ‘Wow!’ experiences that generate viral networks of new enthusiasts?
- Finding new ways to connect advertisers with audiences?
- Developing cross-channel entertainment and information strategies that meld the Internet, mobile devices, music and video?

**And it’s not just media companies!** Amidst the current financial turmoil, financial services and other customer-facing industries will need to use the same technologies and customer-centric – rather than traditional product centric – approaches to survive.

Our panel of leading industry experts will explore these and related themes. Attendance is free but seating is limited, so register today.

### Speakers *(bios overleaf)*

**ANDY CONROY** (Melbourne)

Director of Online, Lonely Planet/BBC Worldwide

**SUE KLOSE** (Brisbane, Sydney)

Corporate Development Director, News Digital Media

**PIPPA LEARY** (Sydney)

Managing Director, Media, Fairfax Digital

**HUGH MARTIN** (Brisbane)

General Manager of APN Online Australia

**MIKE VAN NIEKERK** (Melbourne)

Online Editor in Chief, SMH, The Age Online

#### Melbourne

Tuesday 9 December 2008  
8.00am–9.30am

The Westin  
205 Collins Street  
Melbourne VIC 3000

*Speakers:* Mike van Niekerk,  
Andy Conroy

#### Sydney

Wednesday 10 December 2008  
8.00am–9.30am

Radisson Plaza Hotel  
27 O’Connell Street  
Sydney NSW 2000

*Speakers:* Sue Klose,  
Pippa Leary

#### Brisbane

Thursday 11 December 2008  
8.00am–9.30am

Hilton Brisbane  
190 Elizabeth Street  
Brisbane QLD 4000

*Speakers:* Hugh Martin,  
Sue Klose

A light buffet breakfast  
will be provided

RSVP:

Jacqueline Webb-Pullman  
by 1 December

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# Speakers

## **ANDY CONROY, Director of Online, Lonely Planet/BBC Worldwide**

Andy began his career as a radio presenter with the BBC in England. During his seventeen years with the organisation he was a producer, editor and Managing Editor. For the last ten years he has worked in various senior roles in the interactive and on-demand space for both public sector and commercial organisations. In 2003 he returned to the BBC, where his most recent role was as Deputy Controller for the Corporation's website. Since October 2007 he has been on secondment to Lonely Planet as Director of Online. He is responsible for all aspects of the global digital business from strategy through execution to operations.

## **SUE KLOSE, Corporate Development Director, News Digital Media**

Sue Klose is the director of corporate development for News Digital Media, where she oversees the business development and mobile divisions. She is responsible for identifying strategic business partnerships, as well as reviewing potential acquisitions and other growth opportunities for the business. Under Sue's leadership, the mobile team has assumed a market-leading position in mobile news and information, with standard and iPhone sites for the news.com.au, Truelocal, Carsguide and Moshtix brands. Prior to joining News Digital Media in 2007, Sue was director of planning for Tribune Publishing in Chicago, where she was responsible for the strategic planning process and critical cross-business unit projects for Tribune's newspaper businesses. Sue was also the director of advertising development and served as director of business development for the Chicago Tribune and director of strategy for the Tribune's classifieds business.

## **PIPPA LEARY, Managing Director, Media, Fairfax Digital**

Pippa Leary is the Managing Director of Media for Fairfax Digital. She runs the Media Sales, Marketing, Technology, Product, Business Development, Multimedia Productions and Mobile Services departments of Fairfax Digital. Pippa is responsible for growing revenue and audience usage of The Sydney Morning Herald (smh.com.au) and The Age (theage.com.au), Brisbane Times, W.A. Today, The Vine, Trading Room, Money Manager, Real Footy, Rugby Heaven and many more Fairfax Digital sites. Her responsibilities include product management, syndication, business development, multimedia, editorial production, membership, marketing and technology.

## **HUGH MARTIN, General Manager of APN Online Australia**

Prior to joining APN, Hugh was editor of news.com.au with News Digital Media. He previously spent five years in senior roles at Fairfax, including editor of The Age Online, deputy editor of sections at The Age and online editor at Fairfax Business Media. He received a Walkley Award in 2004 in the All Media category, and is the winner of two Melbourne Press Club Awards. Hugh is a member of the International Committee of the Online News Association.

## **MIKE VAN NIEKERK, Online Editor in Chief, SMH, The Age Online**

Before joining The Age in 1996 to edit the newspaper's technology coverage and report on the growth of the internet, Mike van Niekerk was arts editor for The West Australian. He migrated to Australia after five years as a reporter and arts critic for three of South Africa's biggest newspapers, having begun his career as the editor of a small country town newspaper near Johannesburg. In 1999 he became editor of The Age Online and in July 2001 was appointed managing editor of the online editions of both The Age and The Sydney Morning Herald. In May 2006 he was named Fairfax Editor-in-Chief, Online, to oversee editorial strategy and development across the company's rapidly expanding online presence.