The Changing Role of the Publisher

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Toukola

FROM PRODUCT PORTFOLIO TO SERVICE PORTFOLIO
SERVICE BUSINESS MODELS

10 am  Welcome! (Helga Holtkamp & Mervi Korhonen)

10.15  Current trends at Publishing Business -review (Teuvo Sankila)

10.30  Keynote: Nopia – Publishing House in House (Nona Ratia)

11.15  Case studies
Johanna Oris & Mervi Korhonen, Otava Learning, Finland:
Tailor-made content for public schools in Espoo

12 am  Lunch

1 pm   Case studies
Brian Gilsenan, CJFallon, Ireland:
Challenges facing publishers in Ireland:
- An attempt by the Ministry to remove “non-reusable workbooks”
- Teacher unions agitating against a trend towards continuous assessment.

Rafal Romenko, Learnetic, Poland:
A service provider in the Polish market - Learnetic’s approach

Viktor Kruglov, Ranok, Ukraine:
Customer service. Be different.

5 pm   Guided Tour to Haltia Finnish Nature Centre near by Toukola
OR Finnish Sauna Experience

7 pm   Dinner

9 pm   Bus transport to Helsinki city centre

Friday 15.6.2018
Hotel Torni

BEST PRACTISES: R&D COOPERATION WITH SCHOOLS

9 am   Keynote: Assessment and Evaluation (Najat Quakrim-Soivio)

10.30  Case studies
Markku Pelkonen, Otava Learning, Finland:
Working with ecosystem partners to engage with customers

Agne Saylik, Gabija Jurevičiūtė, Sviesa, Lithuania:
Educating Publishing: from state-sponsored textbooks to digital learning and teaching materials.

Sintija Buhanovska, Zvaigzne ABC, Latvia:
A Traditional Publisher in the Digital World: Zvaigzne ABC in 2018”.
- reforms in education system and how political decisions affect our day-to-day work-flow and long-term decisions
- changes in technologies and how they affect solutions and actions publishers are forced to take in a relatively small market.

Carles Vidal, Vicens Vives, Spain:
Introducing a joint project between the publisher and the university of Barcelona with a European perspective

12.45  “See you soon again!” (Helga Holtkamp)

1 pm   Lunch