Content Marketing: Transforming ed pub

Thursday, September 5th, 2018

9:30 Welcome by the host Maruša Kmet, Rokus Klett and Helga Holtkamp, director of EEPG
9:45 - 10:40 Keynote 1: The role of the publisher in the eye of the principal by Janja Župančič - school principal of the biggest Slovenian school
   - What are the roles of different educational stakeholders in connection to publishers?
   - What are best practice examples and innovative solutions in Slovenia?
   - What are present/future challenges for publishers?
10:40 - 11:00 Coffee break
11:00 - 11:30 Additional insights from Nataša Možgon Kauzlarić, head of a small country school in Croatia
11:30 - 12:30 Questions and discussions
12:30 - 13:30 Lunch
13:30 - 15:00 Keynote 2: What Makes Content Marketing Different? by Katie Roden with Q&A
   How to give your marketing meaning and relevance by:
   - Focusing on your customer, not your product
   - Finding the sweet spot between customer needs and your business goals
   - Using content to educate, entertain and engage
   - Thinking creatively and generously
   - Creating content for specific platforms and devices
Throughout there will be inspiration and case studies from education and beyond.
15:00 - 15:20 Coffee break
15:20 - 16:30 Round table discussion with Janja Zupančič, headmaster Nataša Možgon Kauzlarić, Katie Roden, Teuvo Sankila (Otava Publishing House) and Manfred Meraner (Veritas Publishing House, Austria)
   - Short statement by each of the participants how they see the image of educational publishers (in their country) - government officials, school administration, parents.
   - Is there a need to improve the image?
   - What are the major issues resulting from the image?
   - How can content marketing help to improve the image?
17:00 - 19:00 Bus transportation from the hotel to sightseeing walking tour
19:30 dinner at Restaurant Na Gradu, hosted by EEPG

Friday, September 6th, 2018

8:30 - 10:00 Presentations by publishers with Q&A (all 20 to 30 minutes)
   - Maruša Kmet, Matic Jurkošek, Rokus Klett Publishing House Ltd., Slovenia: Collecting content for a marketing library
   - Victor Kruglov, Ranok Publishing House Ltd, Ukraine: Negotiating with haters - to be or not to be
   - Birte Ravn Østergaard, Systime, Denmark: A dialogue-based communication strategy: Inviting users to be co-creators in a transparent publishing process
   - Minna Tuorila and Inka Hedman, Otava Publishing Company Ltd., Finland: Dividing customer communication and marketing communication to different channels.
10:00 - 10:15 Coffee Break
10:15 - 11:45 Workshop: Lessons learned - how to improve the image of ed pub through content marketing
11:45 - 12:00 round up
12:00 - 13:00 Lunch and close of conference