

Something
new to
help you
grow your
business



THE PUBLISHING SHOW.

22-23 June 2021
ExCeL

SHAPING THE FUTURE OF PUBLISHING AND MEDIA

www.thepublishingshow.com

@publishing_show

Building a community to

As a fully-fledged publisher and media business, Mash Media fully understands the trials and tribulations associated with developing and producing high quality, content rich, products that serve the needs of a community.

And like many, the last 12-months has forced us to think differently about how we achieve this to better support the audiences we serve.

But as we start to enter the 'new normal' where can we as an industry – content provider and supplier – come together in-person, to discuss and debate a new way forward, gain the practical 'know-how' to transform and thrive and find the partners and suppliers to make this happen?

Transforming and thriving in the 'new normal'

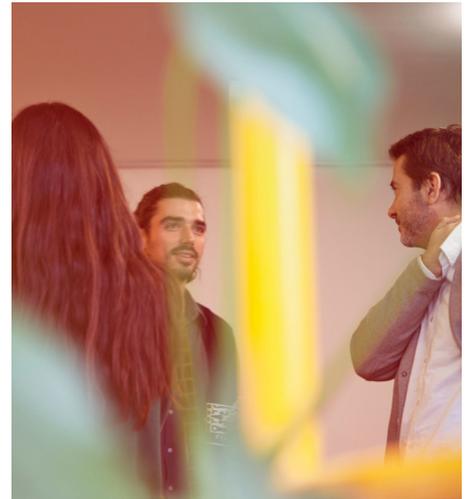
Following months researching, speaking to thought leaders across the sector and attending many virtual events, it's evident a gap exists in the UK marketplace with nothing available that serves the needs of the entire Publishing Sector.

So, we're delighted to have launched The Publishing Show to meet these needs and serve a market we're not only part of but also passionate about.

We've structured it as a two-day conference and exhibition focused solely on shaping the future of the publishing and media industry. It builds on our hugely successful 'Making Publishers Pay' conference and will be THE annual meeting place and marketplace for the sector and most importantly...where business gets done!

Fresh ideas and insights from the leading minds in B2B and B2C

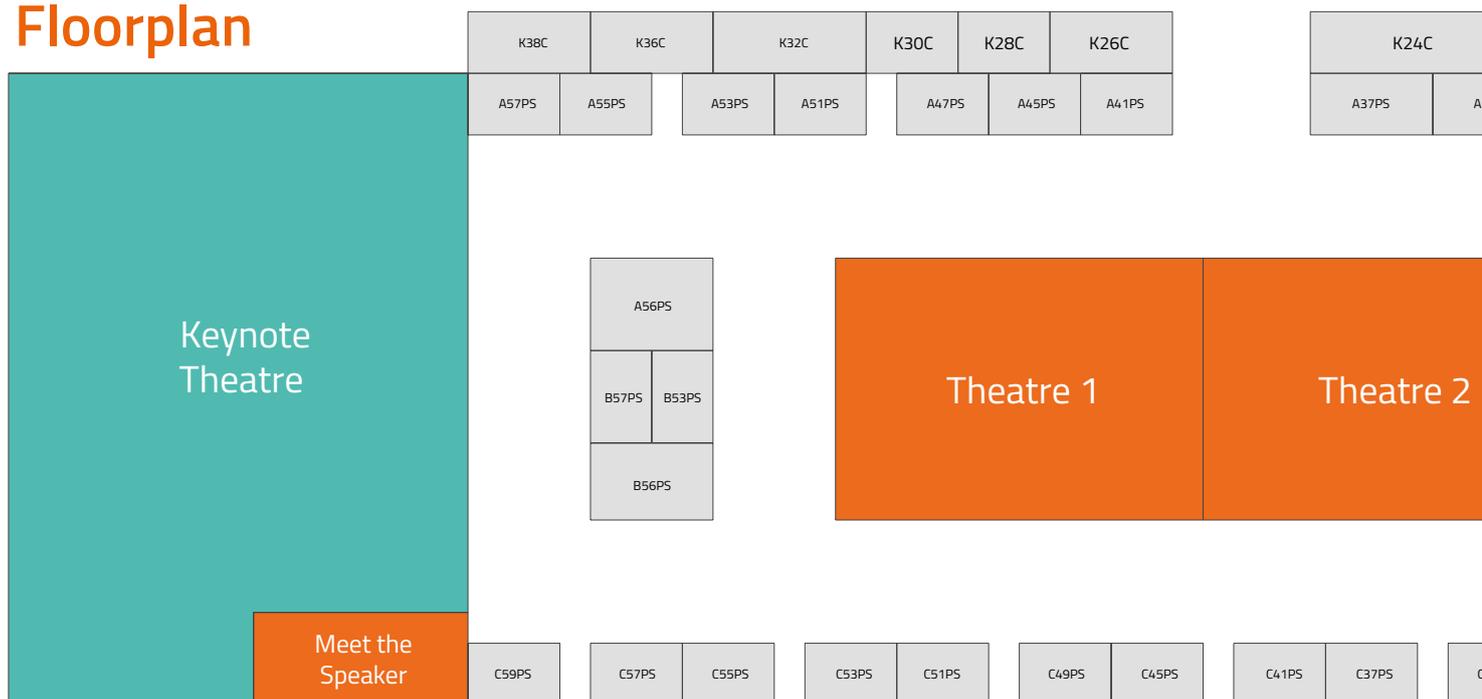
To ensure we meet the high expectations of this demanding



audience of publishing and media decision makers and influencers, we've enlisted the help and guidance of our exemplary Advisory Board – a who's who of publishing, media and event thought leaders.

Spearheaded by Carolyn Morgan of Special Media, they are busy curating a conference and seminar programme to inform, inspire and support the sector across all functions, injecting fresh ideas, insights and direction to ensure the show is a MUST ATTEND event for the sector.

Floorplan



To find out how you can be involved in THE premier event for the Publishing sector in 2021

help grow your business.

What does The Publishing Show mean for you?

Where do we start.

Firstly, this is a time saver for your sales team. A single location hosting more than 1000 decision makers, influencers, thought leaders and future stars. All hungry for knowledge, inspiration, and finding new solutions to help them be more successful in their roles.

We'll provide you with the platform, tools and opportunities to make connections and generate qualified leads – before, during and after the event.

You'll also be able to stay ahead of the curve, gaining first-hand insights on the latest industry trends to help you improve your solutions and serve your customers better.

Alongside the brand awareness and lead generation, you can also position yourself and your brand as thought leaders through speaking opportunities either within the main conference or the 'Innovation' and 'Inspiration' theatres on the show-floor.

Why you will find ROI

We know you expect and need a return on your investment and it's our job to help you get it.

We'll make sure we understand your objectives, the goals you want to achieve and find the most effective plan to ensure you have a great experience from start to finish and then beyond.

Through our Advisory Board, the programme of content has been developed by the industry for the industry to ensure the topics and speakers are on trend with the current (and future) demands of publishers of all shapes and sizes including B2B, B2C, newspapers, content providers and membership organisations – making it a MUST ATTEND event for the sector.

Prior to the event, you will be able to make connections and book meetings via the official show App. Then once you're onsite, you and your teams will be able to collect leads on your stand and make connections through access to the main conference, two show-floor theatres and the networking lounge.

The Publishing Show is also co-located with International Confex, the leading event for the global events community, many of which are publishers too. Visitors can move freely between the two events providing you with access to even more decision makers and influencers.

Meet the board



Diane Young,
Co-Founder and CEO,
The Drum



Liz Agostini
Portfolio Director,
Mash Media



Adam Crow
Head of Publishing,
Mediacom



Ashanti Bentil-Dhue
CEO Event Mind, Co-Founder,
Diversity Ally



Chris Stone
Executive Producer, Audio
& Video, **New Statesman
Media Group**



Carolyn Morgan
Founder,
Special Media



RD Whitney
CEO,
365Media



Ed Tranter
Managing Director
73Media



Andrew Bloch
Founder
**Andrew Bloch &
Associates**

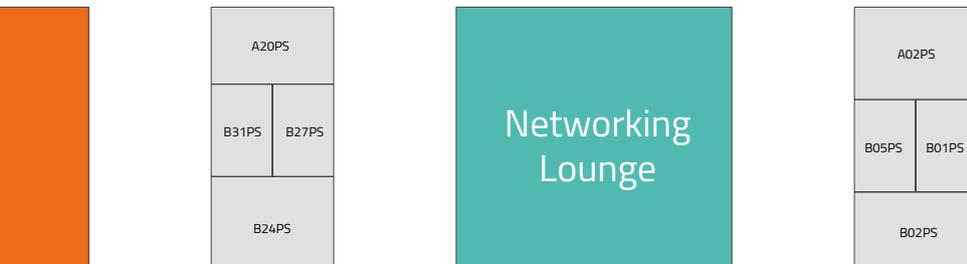


Rob Nathan
Director
Media10, Caboodle AI



Dan Levitt
Managing Director,
Hearst Content Agency

K20C		K18C		K12C		K08C		K06C		K06C		K04C		K02C	
B35PS	A33PS	A31PS	A27PS	A23PS	A19PS	A15PS	A13PS	A09PS	A05PS	A01PS					



C35PS		C33PS		C31PS		C27PS		C23PS		C19PS		C13PS		C07PS		C05PS		C01PS	
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Attracting audiences with world class conference content

Content is King and why we're curating the main conference and show-floor theatres with the support and guidance of our Advisory Board.

There will be seven themes running across three theatres – Future of Media Summit, Innovation Theatre and Inspiration Theatre – and developed to ensure there are relevant and easy to identify sessions for all of the key stakeholder groups from editorial, sales and production through to marketing, digital, data and events.

The 2021 Content Streams

Understanding audiences

- How can we better understand our audiences and their needs?
- How have media behaviours changed?
- What insights can we gain from analytics?
- What's involved in developing new products and services?
- How can we connect our communities?
- How to involve our audience in our content?

Digital Marketing

- What are the best ways to market subscriptions and memberships?
- What's the latest in marketing events (in person and virtual)?
- How to best use marketing technology?
- What publishers can learn from e-commerce?
- How to be strategic with email newsletters?

Cash for Content

- How has covid changed print magazines?
- What is the value of podcasts?
- How events can create content for delegates and sponsors?
- How data journalism provides an edge?
- How to build high value B2B data products?
- The rise of e-learning for publishers?

Commercial partnerships

- How do clients want to connect with our audience?
- What's involved in setting up a content studio?
- How to measure the impact of commercial partnerships?
- Will display advertising die?
- How to partner for e-commerce

Future of Events

- What is the future of trade exhibitions?
- How virtual conferences add value?
- What is the future of awards nights?
- Making the right event tech choices
- How will delegates behave post covid?

Innovation

- Building and Monetizing Engaged 365 Communities
- Learning from disruptive media startups
- New business models for independent publishers
- Artificial Intelligence

People and skills

- What skills must event teams develop
- What skills do account managers need now?
- What skills do editorial teams need?
- What skills do marketers need now?
- The future of the office and remote working?
- Why diversity creates value?

Who are Mash Media?

We're a brand you can trust and count on to deliver the ROI you need.

Formed out of a bedroom in Wimbledon 26 years ago, we set out with one simple mission, "To help grow the markets we serve". Those markets are Publishing, Exhibitions, Conferences, Experiential, Festivals and Award Ceremonies.

International Confex, Exhibition News and the Event Production Show are just a few of our successful brands across an annual portfolio of six magazines, four industry leading exhibitions, six newswires and 30+ live and virtual events.

We provide each of our communities with the leading-edge content they need to stay informed, connected, and successful in a demanding industry that requires continual innovation. And complementing this are a wide range of platforms and opportunities for suppliers to meet the decision makers and influencers with the budgets to help grow their businesses.

And our approach is simple. We listen to what our audiences want, identify their needs and work tirelessly to deliver on our promises, which is only possible through the support of the communities we serve – readers, speakers, attendees, advertisers, sponsors, exhibitors and partners.

So, you can rest assured your investment is in good hands.

More reasons to invest

We surveyed publishers and content providers from across the UK and this is what they told us and why we're launching The Publishing Show in June:

- Technology and digital has disrupted many industries and is completely transforming publishing. But where can we go to keep up with all the developments and discuss the best ways forward?
- As a publisher, we have nowhere to go to source new products and investigate new trends.
- We make buying decisions without comparison because time is precious and we do not have enough of it to source multiple solutions
- There isn't a forum to benchmark how we are performing against other publishers and identify where we can improve. Are we ahead? Behind? No idea
- There isn't anywhere to go to discover new products, strategies, tactics or revenue opportunities
- What is the future of publishing? Who is leading this? Should we even still be called publishers? Where can we go to discuss and debate topics like these?
- How can we better serve our community? Where can I learn about new strategies and tactics?

To find out how you can be involved in THE premier event for the Publishing sector in 2021, please contact James Linin, Event Director | T: 020 8481 1122 | E: jlilin@mashmedia.net