

Theme: "The Future of Publishing – New Platforms, New Technologies, New Models"

Registration Form

November 19-20, 2009 (Thursday – Friday)
 China World Hotel, Beijing, China



Section A: Delegate Details

DELEGATE

TITLE: (Please ✓ appropriate box) Mr Ms Mrs Miss Prof Dr Other _____

NAME (Please underline/bold FAMILY NAME): _____

COMPANY: _____ JOB TITLE: _____

TEL: _____ MOBILE: _____

FAX: _____ EMAIL: _____

POSTAL ADDRESS: _____

DIETARY REQUIREMENT: (Please ✓ appropriate box) Common Vegetarian Other _____

CONTACT PERSON

NAME (Please underline/bold FAMILY NAME): _____

JOB TITLE: _____ TEL: _____

FAX: _____ EMAIL: _____

Event Organizer:

Co-organizer:



Section B: Registration (Please ✓ appropriate boxes)

Full summit registration (**Early bird offer lasts until September 30, 2009**)

Registration fee includes plenary sessions, luncheon, coffee breaks and cocktail reception, as well as day-2 coach and lunch.

I would like to reserve 1 seat*

@SOPA Member Early Bird: US\$300/HK\$2,340 Standard: US\$350/HK\$2,730

@Partner Member Early Bird: US\$350/HK\$2,730 Standard: US\$400/HK\$3,120
(Organization _____)

@Non-Member Early Bird: US\$450/HK\$3,510 Standard: US\$500/HK\$3,900

* All prices include tax/GST.

For Delegate Groups

@Group Discount for 4-8 Persons 10% discount

@Group Discount for 9 Persons or More 15% discount

TOTAL PAYMENT: _____ (After early bird/ group discount, if applicable)

Section C: Plenary Sessions (Please ✓ one box per parallel plenary session)

Day-1 Program: November 19, 2009 (Thursday)

Venue: China World Hotel, Beijing (Grand Ballrooms)

PROGRAM – STRATEGIES, OPERATION & REVENUES	
0800-0900	Registration & Reception
0900-0915	Opening Remarks
0915-1000	Plenary I – Keynote Presentation: “Optimizing Growth in Publishing: Global Views”
1000-1100	Keynote Roundtable: “Meeting the Growth Challenges: Asia CEOs Forum”
1100-1115	Coffee Break
1115-1200	Plenary II – Keynote Presentation: “Maximizing Advertiser Value in the Web – The New Measures & Opportunities for Publishers”
1200-1245	Plenary III – Keynote Roundtable: “Decoding the Metrics to Profitable Multimedia Investment”
1245-1400	Luncheon
1400-1445	Plenary IV – Keynote Presentation: “Mobile Landscape in 2010: The Next Frontier of Media Communication”
1445-1515	Plenary V – Agency Keynote Presentation: “100% Digital”
1515-1530	Coffee Break
1530-1615	Plenary VI - Research Keynote Presentation: “Reaping ROI Success across Multimedia Platforms – Context & Measurement”
1615-1700	Plenary VII - Keynote Presentation: “Choosing the Right Structure and Business Models in China – Partners, Brands, Customers, Revenue”
1700-1800	Plenary VIII - Keynote Forum: “Partnership for Success in Asia – Challenges & Opportunities Under Financial Crunch”
1800-1815	Closing Remarks
1830-2030	Cocktail Reception & Networking

Day-2 Program: November 20, 2009 (Friday)

Assembly Point: China World Hotel, Beijing (Lobby)

SUMMIT DELEGATION VISITS	
0830-0900	Registration at Assembly Point
0900	Coach Departs
0930-1100	Meeting with State Council Information Office (SCIO) *Introduction on structures & departmental responsibilities. * Policies, regulations & guidelines. Process & procedures.
1115-1300	Group Lunch
1330-1500	Trends Media Group * Meet & Greet. Print publishing practices in China. * Visit of editorial and printing facilities.
1630-1800	Google Campus * Meet & Greet. Digital publishing practices in China. * Visit of editorial and production facilities.
1800-1900	Drop Off at Assembly Point

* SOPA reserves the right to make changes on the above 2-day programs without prior notification. All updated program details are available at the Summit website: www.sopasia.com/summit2009/beijing

 Signature

 Date

Please send completed registration form to < summitbj@sopasia.com> or by fax as per contact details below. Payment must accompany this form.

The early bird closing date is **September 30, 2009 (Wednesday)** and the final date for acceptance of registration forms is **November 13, 2009 (Friday)**. Please note that seats fill quickly, so it is advisable to book early.

PAYMENT METHOD*	REMARKS
Telegraphic Transfer (Please submit TT confirmation slip along with registration form) Bank: "The Hong Kong and Shanghai Banking Corporation Limited" Branch: 35 Bonham Strand East, Sheung Wan, Hong Kong Swift Code: HSBCHKHHHKH; Bank Code: 004 HKD Savings A/C No: 4597003823 Account Name: The Society of Publishers in Asia Limited	<ul style="list-style-type: none"> Official language is English, with interpretation in Putonghua. The Society of Publishers in Asia reserves the right to cancel or reschedule the Summit. No refund will be made for cancellation of registration after October 30, 2009 (Friday). However you may nominate an alternative delegate by email to <summitbj@sopasia.com> 7 days prior to the summit.

* USD/HKD accepted. Local TT handling fee to be borne by participants. Hong Kong FAPIAO-invoice available upon request.

CONTACT**SOPA Secretariat**

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For more information, please visit: www.sopasia.com/summit2009/beijing