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Workshop on Strategies for Successful Internet
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STRATEGIES FOR SUCCESSFUL INTERNET PUBLISHING

26-27 April ,2000

Kuala Lumpur, Malaysia

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DAY 1
26 April 2000

PROGRAMME

DAY 1

- 0830-0900 *Registration*
- 0900-0930 **Welcome and Workshop Introduction**
- 0930-1100 **The Internet Challenge**
◆ What are the new information requirements and what implications do they have on the way publishers should present their information on the Internet?
◆ What are the threats faced by publishers and how can new business models guarantee a successful and profitable future for online publishers?
- 1100-1130 *Tea Break*
- 1130-1230 **Perspectives of Publishing Experts on Internet Publishing**
- 1230-1400 *Lunch Break*
- 1400-1500 **Vision for Online Publishing in the Next Millennium”**
◆ Why is it important to have a virtual network of partners?
◆ How can publishers integrate with other media, technology and source companies to successfully aggregate content and serve the needs of a defined target group?
- 1500-1530 **Discussion: Online Experiences of the Workshop Participants**
- 1530-1600 *Tea Break*
- 1600-1700 **“Best Practice Examples from Newspaper, Magazine and Book Publishers”**
◆ A look at successful Internet publishers world wide
- 1700-1730 *Summary Day 1*