

This document is downloaded from DR-NTU, Nanyang Technological University Library, Singapore.

Title	Workshop on the impact of new multimedia environment on newspapers and magazines : Bangkok, October 25-26, 1996
Author(s)	
Citation	
Date	1996
URL	http://hdl.handle.net/10220/2903
Rights	

Paper No. 2

WORKSHOP ON THE IMPACT OF THE NEW MULTIMEDIA ENVIRONMENT ON NEWSPAPERS AND MAGAZINES

25 - 26 October 1996 ♦ Montien Hotel ♦ Bangkok ♦ Thailand

Friday, 25 October 1996

- 08.30 - 09.00 : Registration
- 09.00 - 09.15 : Session I
OVERVIEW : THE NEW MULTIMEDIA
COMMUNICATION ENVIRONMENT
CHALLENGES AND OPPORTUNITIES
FOR NEWSPAPERS AND MAGAZINES
Dipl.-Ing. Volker Illert
- 10.45 - 11.00 : Tea Break
- 11.00 - 12.30 : Session II
INTERNET MADE EASY
Mr. Wolfgang Mair
- 12.30 - 14.00 : Lunch
- 14.00 - 15.30 : Session III
THE INTERNET: NEW BUSINESS
OPPORTUNITIES FOR NEWSPAPERS
AND MAGAZINES
Mr. Andreas Becker
- 15.30 - 16.00 : Tea Break
- 16.00 - 17.30 : Session IV
INTERNET STRATEGY
Mr. Wolfgang Mair

Saturday, 26 October 1996

- 09.00 - 10.30 : Session V
ADVERTISING ON THE INTERNET
Mr. Andreas Becker
- 10.30 - 11.00 : Tea Break
- 11.00 - 12.30 : Session VI
CASE STUDY - THE ASIAN
MULTIMEDIA BUSINESS
Mr. Surachet Vetchapitak
- 12.30 - 14.00 : Lunch Break
- 14.00 - 15.30 : Session VII
ONLINE SERVICES HOW TO MAKE
THEM VIABLE
Laurent Malespine
- 15.30 - 16.00 : Tea Break
- 16.00 - 17.00 : Session VIII
WORKSHOP
- 17.00 - 17.30 : PANEL OF SPEAKERS
WORKSHOP SUMMARY / OPEN
FORUM / EVALUATION

WORKSHOP ON
THE IMPACT OF NEW MULTIMEDIA ENVIRONMENT ON NEWSPAPERS AND
MAGAZINES

October 25-26; Montien Hotel; Bangkok; Thailand

LIST OF PARTICIPANTS

Mr Rathindra Nath Sanyal
Production Manager
The Daily Star
House No 11, Road No 3
Dhanmondi
Dhaka 1205
Tel: 880-2-500092... 4
Fax: 880-2-863035

Mr Chan Wai Man
Manager, Hong Kong Sing Tao
Electronic Daily
1/F, Tower A, Sing Tao Bldg
1 Wang Kwong Road
Kowloon Bay, Hong Kong
Tel: 852 2798-2527
Fax: 852-22754-0340

Mr Raj Chengappa
Senior Editor
India Today
F 14 Connaught Place
New Delhi 110001
India
Tel: 91-11-3315801
Fax: 91-11-3316180

Mr Nur Hidayat
Direktur Eksekutif
PT Jurnalindo Aksara Grafika
Wisma Bisnis Indonesia
Lantai 5, Jl S Parman Kav 12-Slipi
Jakarta Barat 11480
Indonesia
Tel: 6221-5304016
Fax: 6221-5305868

Mr Ridy Bandjardjaja
PT Gramedia - Advtg Department
Gedung Unit It. V
Jl Palmerah Selatan 22-26
Jakarta 10270
Indonesia
Tel: 6221-5490666
Fax: 6221-5494035

Mr Al Heru Kustara
PT Gramedia - Advtg Department
Gedung Unit It. V
Jl Palmerah Selatan 22-26
Jakarta 10270
Indonesia
Tel: 6221-5490666
Fax: 6221-5494035

Mr Rene Ludwig Pattiradjawane
Deputy Editor of Kompas Online
Kompas Daily
Jalan Palmerah Selatan
26-28 Jakarta
Indonesia
Tel: 6221-5302200
Fax: 6221-5486085

Ms Chai Lee Fung
Multimedia Services Manager
Utusan Melayu (M) Bhd
Level 7, Menara Pgrm
Jalan Pudu Ulu, Cheras
56100 Kuala Lumpur
Malaysia
Tel: 03-987777
Fax: 03-9825541

Mr Mad Halid Bin Sharif
Assistant Librarian
Bernama (Malaysia National News
Agency)
PO Box 10024, Kuala Lumpur
Malaysia
Tel: 03-2962203
Fax: 03-2944203

Ms Zurzaliza Bajuri
Special Assistant
Utusan Melayu (M) Berhad
Level 7, Menara Pgrm.
Jalan Rudu Ulu, Ceras
56100 Kuala Lumpur
Malaysia
Tel: 03-9877777
Fax: 03-9825541

Ms Mariam Ali Baig
Manager, Business Development
Dawn Group of Newspapers
Haroon House
Dr Ziauddin Ahmed Road
Pakistan
Tel:92-21-520080
Fax:92-21-5683801

Mr Smarn Pongsacharoennont
Managing Director
Nation Multimedia Group Co Ltd
44 Moo 10 Banna
Prakhanong, Bangkok 10260
Thailand
Tel:662-3170420/3172131
Fax:662-3171384

Ms Chitsopee Thongtao
Classified Sales Manager
The Post Publishing Public Co Ltd
136 NA Ranong Road
Off Sunthronkosa Road
Klongthey, Bangkok; Thailand
Tel: 66-2-2403700
Fax:66-2-2403991/1

Dr Pornpip Desomchok
Asst Professor
School of Communication Arts
Sukhothai Thammatirat Open
University
Bangkok, Thailand
Tel: 662-5033579 extn 3704
Fax:662-5033556

Ms Siriwan Manmak
Group Sales Manager
The Post Publishing Public Co Ltd
136 NA Ranong Road
Off Sunthronkosa Road
Klongthey, Bangkok; Thailand
Tel: 662-2403700
Fax:662-2403991

Ms Annapa Methasate
Analyst
TISCO
138 Siom Road
Bangkok 10500; Thailand

Mr Kantanit Sukontasap
Group Managing Editor
The Post Publishing Public Co Ltd
136 NA Ranong Road
Off Sunthronkosa Road
Klongthey, Bangkok; Thailand
Tel: 66-2-2403700
Fax:66-2-2403991/1

Mr Kiatisak Chanyavilas
General Manager
Nation Multimedia Group Co Ltd
44 Moo 10 Banna
Prakhanong, Bangkok 10260
Thailand
Tel:662-3170420/3172131
Fax:662-3171384

Assoc Prof Malee Bonsiripunth
Faculty of Journalism and Mass
Communication
Thammasat University
Bangkok 10200
Thailand
Tel:662-2210830
Fax:662-2211470

Mr Imtiaz Muqbil
Executive Editor
Travel Impact Ltd
24 Soi Chidlom
Ploenchit Road; Bangkok 10330
Thailand
Tel: 66-2-2537590
Fax:66-2-2544316

Ms Chantana Thongprayoon
Associate Professor
School of Communication Arts
Sukhothai Thammatirat Open
University
Bangkok, Thailand
Tel: 662-5033579
Fax:662-5033556

ORGANISERS / SPEAKERS

Mr Volker Illert
President & CEO
Illert & Partner GmbH
Frankfurt Martin-Behaim-Str
19, D-63263
Neu-Isenburg, Germany
Tel: 49-610273810
Fax:49-6102738140

Wolfgang Mair
Managing Director and Principal
Hassler & Mair
Aindlinger Strasse 7
86167 Augsburg, Germany

Tel: 49-821-700250
Fax: 49-821-7002599
e-mail wolf@hassler.de

Mr Andreas Becker
Senior Consultant and Partner
Illert & Partner GmbH
Frankfurt Martin-Behaim-Str
19, D-63263
Neu-Isenburg, Germany
Tel: 49-610273810
Fax:49-6102738140

Mr Jose Ma. G Carlos
Head
Seminars and Institutional
Development Programme, Amic
Jurong Point PO Box 360
Singapore 916412
Tel: 65-7927570
Fax:65-7927129

Miss. Suntaree Polvivat
School of Communication Arts
Bangkok University
40/4 Rama IV Road
Klong Toey
Bangkok 10110 Thailand
Tel: 662-671514
Fax:662-2401819

Mr Surachet Vetchapitak
Managing Director
MultiMedia Creation Co. Ltd
213/6-8 K.S. building, 6th Floor
Ratchadaphisek Road
Din Dawng, Bangkok 10310
Thailand
Tel: 66-2-2763055
Fax:66-2-2763051

Mr Laurent Malespine
Senior Editor
Bisnews Public Co Ltd
2/116 Juldis River Mansion
2, Soi Samsen 3 (Soi Wat Sam
Phrays)
Bangkok 10200, Thailand
Tel:66-2-2815046
Fax:66-2-2815046

Dr Sudarat Disayawattana
School of Communication Arts
Bangkok University
40/4 Rama IV Road
Klong Toey
Bangkok 10110 Thailand
Tel: 662-671514
Fax:662-2401819

Miss Peeraya Hanpongpanh
School of Communication Arts
Bangkok University
40/4 Rama IV Road
Klong Toey
Bangkok 10110 Thailand
Tel: 662-671514
Fax:662-2401819