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Paper No. 3

Diebold



26 April, 2000

Workshop Introduction



Strategies for Successful Internet Publishing

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Overview

- 1 About Diebold
- 2 The goal of this workshop
- 3 Mutual introduction
- 4 Agenda Day 1
- 5 Agenda Day 2

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1 About Diebold - Overview

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Partner firms in the US, UK and France

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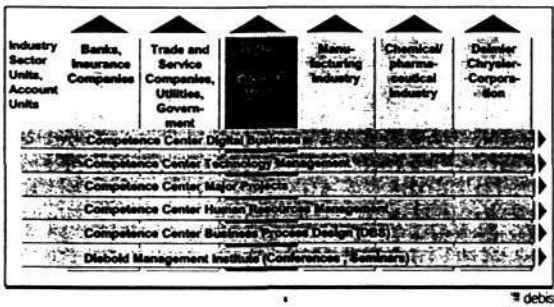
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1 About Diebold - Diebold within the DaimlerChrysler Corporation



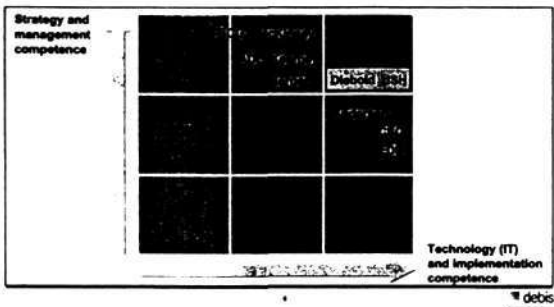
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1 About Diebold - Business Units Serving Industry Sectors, Supported by Competence Centers



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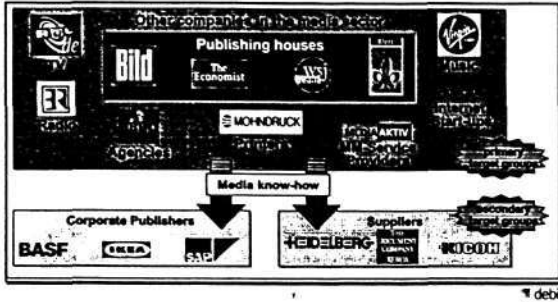
1 About Diebold - In a Growing Market, Diebold is Ideally Positioned



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1 Which companies belong to the unit "Media & Publishing Industries"?
The unit "Media & Publishing Industries" focuses primarily on publishing and media companies. Further priority is given to corporate publishers and suppliers of the graphical industry.




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2 Goal of this workshop

The goal of this workshop is to ...

- raise your awareness for the importance of online publishing
- provide you with a vision for online publishing in the new millennium
- outline the key success factors of the online publishing business
- provide you with best practice examples world wide and in your region
- provide you with tools that help to assess your internet fitness
- illustrate the latest developments in mobile e-markets




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3 Mutual Introduction

- Marc Ziegler, Business Unit Manager Media & Publishing Industries
- Andreas Becker, Senior Consultant Media & Publishing Industries



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4 Agenda Day 1

09:00 - 09:30	Welcome and introduction
09:30 - 11:00	The Internet Challenge
11:00 - 11:15	Tea Break
11:30 - 12:30	Guest Speaker Mr. Dan Khoo, CEO of E. Asia Sdn Bhd
12:30 - 14:00	Lunch Break
14:00 - 15:00	Vision for Online Publishing in the New Millennium
15:00 - 15:45	Discussion
15:45 - 16:00	Tea Break
16:00 - 17:00	Best Practice Examples from Newspaper, Magazine & Book Publishers
17:00 - 17:30	Summary Day 1

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5 Agenda Day 2

09:00 - 10:30	The Online Publishing House of the Future
10:30 - 11:00	Tea Break
11:00 - 12:30	Winning in Mobile E-Markets
12:30 - 14:00	Lunch Break
14:00 - 15:00	Best Practice Examples from Asian Newspaper, Magazine & Book Publishers
15:00 - 15:30	Tea Break
15:30 - 17:00	Joint Exercise on Internet Fitness of Your Publishing House
17:00 - 17:30	Workshop Summary

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