

# PubliCon 2015

## The Publishing Ecosystem

November 20, 2015

FICCI, Federation House, Tansen Marg, New Delhi



### ABOUT THE PROGRAMME

The ecosystem of publishing is in for some tremendous changes. While the digital revolution in publishing is still at an inception in India, print publishing did not get completely replaced by digital books the world over. There are signs that some e-book adopters are returning to print, or becoming hybrid readers, who juggle devices and paper. It's a clear sign that the digital revolution is not going to replace print in any way in the near future.

The sustenance of print publishing the world over is hinged on the adoption of sophisticated print technology, better design and use of news models for distribution. PubliCon 2015 will bring together publishers, print technology experts, printers, publishing services providers and publishing professional to discuss and understand the new publishing ecosystem. The programme will also showcase India as a potential leader in the print outsource business.

### KEY HIGHLIGHTS

- Keynote Addresses
- Digital Printing and the Changes in Book Distribution Models
- The Need for Skill Development in Publishing
- Issues of Piracy and Infringement of Copyright in Publishing
- Print and Publishing Outsource Business in India

### WHO SHOULD ATTEND?

- Printers
- Printing Technology Providers
- Policymakers
- Textbook, STM & Trade Publishers
- Publishing Technology Companies
- Booksellers & Distributors
- Online Book Retailers
- Content Creators
- Sales and Marketing Professionals
- Authors & Editors
- Media and Social Media Marketers



### REGISTRATION DETAILS

Indian Delegates (Non-member)	FICCI Associate Member (Discount 10%)	FICCI Corporate Member (Discount 25%)
INR 2500	INR 2250	INR 1875

Please note:

- Registration fee is inclusive of service tax
- Fee does not include travel and stay arrangements
- Fee include lunch/refreshments as per the agenda

### HOW TO REGISTER

Please fill the registration form and send it along with cheque/demand draft in favour of FICCI payable at New Delhi

For more information please visit <http://ficci.com/events-page.asp?evid=22594>



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