

Training 1: Change Management & Skills Development

Presented by: Julian Oliver, Secretary General, Euractiv

2016 was a year of hard decisions for publishers, with the reality of 'digital transformation' sitting high on the agenda. This didn't require *just* a restructuring of existing teams; this has often necessitated required a complete overhaul of the internal organisational structure.

With publishers diversifying their products, a vast array of new skills are required that straddle functionality as much as corporate fit.

In this training, you will learn:

- How to identify skills needed to execute strategy
- How to acquire these skills within existing organisational structure
- The fundamentals of change management
- Change management in strategy
- Change management in leadership

Training 2: The Ultimate Video Strategy for B2B Publishers

Presented by: Sumant Bhatia, Managing Director, Perfecting Media Group

Video is in high demand for consumers <period>. Coming up with the ultimate video strategy is one which requires experimentation and the same commitment to storytelling as with traditional format.

For B2B publishers however, video can be a bit of a minefield.

In this training, you will learn:

- What is the purpose?
- Identifying the correct subject for video
- Treatment that is effective for video formats in B2B
- Distribution and promotion strategy
- Fit for purpose business models for video within B2B