

ACE Empower

EMPOWER 2017 Presentations

This morning's running order

ACE Education background & philosophy
Charlotte Macleod

Summary of the **2017 Programme**
Jim Bilton

- **Syndicate 1:** Retail Network
- **Syndicate 2:** Digital & Print

Coffee

- **Syndicate 3:** Supply Chain

Open discussion

Certificates & Photos

Aims of ACE Empower

To provide a strategic,
but practical view
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- What they do + why
- How it currently works + how it could work better

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The Syndicate Work

Structure of the Empower programme

Modules



Thanks to everyone involved!.....



MEDIA GROUP



ShortList

Daily Mail

jellyfish
CONNECT



The Big Wheel Consultancy



GoldKey
media



NEWS on the WHARF

SmithsNews



The syndicate projects

Retail	Digital	Supply Chain
James Beardow Mail Newspapers	Carola York Jellyfish	Steve Easton COMAG
<p>What kind of retail network do we need for newspapers and magazines so that we can adapt to changing shopper habits?</p>	<p>How do we stitch digital and print together into a multi-channel strategy to sell more newspaper and magazine product?</p>	<p>How will the current newstrade supply chain have to evolve to meet the changing needs of publishers, retailers & consumers?</p>

The syndicates

1

Benjamin White

Smiths News

Dan Kelleher

COMAG

Charlotte Watts

Frontline

Michael Carruthers

ABC

2

Ben Moule

Smiths News

Natalie Dyas

Frontline

Alex Drummond

Seymour

3

Amy Broome

Menzies Distribution

Lee Taylor

News UK

Moneeba Baloch

Seymour

Laura Bolt

Trinity Mirror

Retail

Digital

Supply Chain

ACE Empower

EMPOWER 2017 Presentations

Structure of the Empower programme

- Overview of the supply chain
 - The magazine publisher
 - The newspaper publisher
 - The magazine distributor
 - Free / alternative distribution
- The printer
 - The wholesaler
 - Retail site visits
 - The retailer
 - Digital marketing
 - Presentation skills
 - Subscription marketing
 - Syndicate presentations
- Wessenden
Bauer Consumer
Trinity Mirror
COMAG
Magazine Heroes
+ JYL + Gold Key + Shortlist
Newsprinters
Smiths + Menzies
Tesco
News on the Wharf
Jellyfish + Motorsport
Wessenden
Big Wheel
DMGT