STOCKHOLM 2011

MAKE a DIFFER DENCE

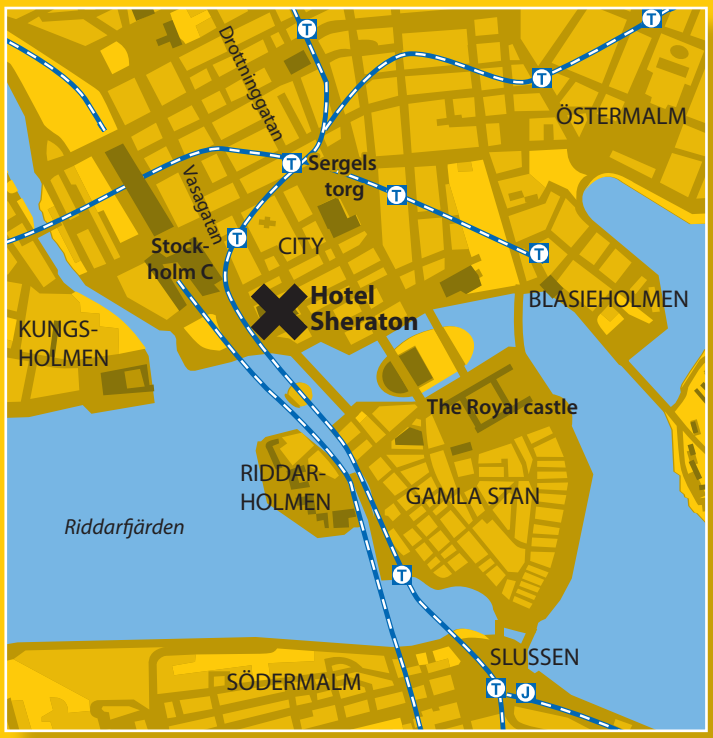
MAY 12-14 - 2011

WELCOME

25 YEARS

SNDSCANDINAVIA

THIS IS THE SPOT





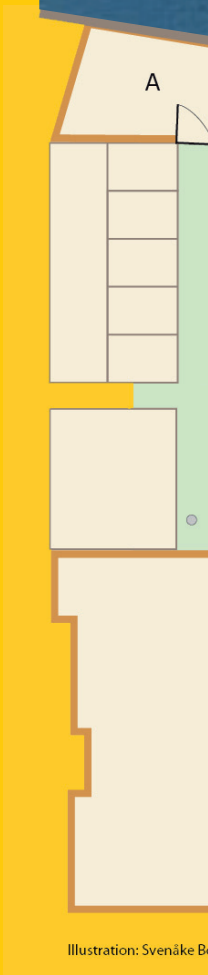


Illustration: Svenåke B

Sheraton Stockholm Hotel is situated right at the glittering water of Riddarfjärden. You have the panorama of both the Old City and the City Hall of Stockholm from your window. You have the center of Stockholm City right outside the door where you can find some real interesting shopping. The Central Station, City Terminal and Arlanda Express is very close from the hotel, see the map. Welcome to a hotel that really is in the center of Stockholm.

Train from Arlanda: The fastest way to get here from Arlanda is to go by Arlanda Express. The train will take you from Arlanda to Central Station in 20 minutes. The train leaves 4–6 times every hour starting early morning to late at night.

Walking from Central Station: A short walk that only takes a couple of minutes. Take the main entrance from Central Station and take to the right along Vasagatan towards the water. On the left hand side you can see the Sheraton Stockholm Hotel that is situated at Tegelbacken 6, right in the corner of Vasagatan and Tegelbacken.

Telepone: +46 (0)8 412 34 00

Fax: +46 (0)8 412 34 09

Email: sheraton.stockholm@sheraton.com

What does it cost?
How do I register?
www.snds.org



TWO DAYS THAT REALLY

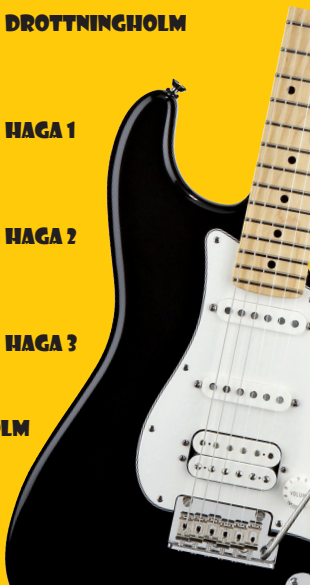
THURSDAY	WHO/WHAT?	WHERE?
12-14.45	**REGISTRATION** The registration desk is open 12–19. Our hosts will be there for you all the time.	HOTEL SHERATON
12-14.30	**GUIDED TOUR** Welcome to a guided tour at Svenska Dagbladet	
15.00	 **WELCOME TO THE SHOW - PART 1** The moderator Tommy Löfgren gives a short introduction.	DROTTNINGHOLM
15.10	  **STAFFAN HULTÉN & ERIC WILBERG** **Make a difference by facts.** Hard facts are the difference between truth and gutfeeling. It can also be the difference between flip or flop.	DROTTNINGHOLM
15.55	 **TORBJÖRN W LARSSON** **Make a difference by communication.** Torbjörn Larsson gives a lesson in colorful communication.	DROTTNINGHOLM
16.30	**WORKSHOP** **Make a difference by creativity.**	HAGA 1-4
19.00	**AWARD SHOW** **Best of Scandinavian Design.**	DROTTNINGHOLM

FRIDAY	WHO/WHAT?	WHERE?
8.00-8.45	**REGISTRATION** Registration desk open for newcomers.	HOTEL SHERATON
9.00	**WELCOME TO THE SHOW - PART 2**	DROTTNINGHOLM
9.00-16.00	**TEST YOUR NEWSPAPER!** Design agency A4 help you with a Design Diagnosis To attend send an email to pelle@a4.se before may 1.	MÄLARSALONG
9.15	  **MATTIAS GÖRANSSON & OLA CARLSON** **Make a difference by long stories.** The story behind Filter.	DROTTNINGHOLM
10.00	FOTO: MALIN EKMAN  **HENRIK KRANEKRANS** **Make a difference by happiness.** Henrik Kranekrans dared to start a new magazine during financial crisis.	DROTTNINGHOLM
10.40	**COFFEE BREAK & SILENT AUCTION**	
11.00	 **OLLE LIDBOM** **Make a difference by analytics.** Olle Lidbom about the latest trends and how they will affect the industry.	DROTTNINGHOLM
11.50	  **PATRIC HAMMAR & RONNY MATTSSON** **Make a difference by passion.**Peace and Love festival –so much more than just a music festival.	DROTTNINGHOLM
12.30-13.30	**LUNCHBREAK**	ROSENDAL

WILL ROCK YOU

Latest updates of the program
www.snds.org

FRIDAY	WHO/WHAT?	WHERE?
13.30	 **STINA CEDERHOLM & ANNA THURFJELL** *BREAK OUT 1* **Steap ahead**. Svenska Dagbladets way of keeping ahead of competitors.	HAGA 1
13.30	 **CHRISTOFER FAGER** *BREAK OUT 2* **How to create your perfect iPad magazine.**	HAGA 2
13.30	 **OLE MUNK** *BREAK OUT 3* **Two typefaces is enough.** How to create diversity with two typefaces at hand.	HAGA 3
14.15	 **CHRIS EDWARDS** *BREAK OUT 1* **China at crossroads.** An audiovisual essay.	DROTTNINGHOLM
14.15	 **SABINE CHRISTIANE SIRACH** *BREAK OUT 2* **New ways to use the old print office.** Observations in creativity.	HAGA 1
14.15	 **ABRAHAM GEORGES** *BREAK OUT 3* **A revolutionary plug in for designers.** The first exciting grid plug-in for InDesign.	HAGA 2
14.15	**N24.NO** *BREAK OUT 4* **How to optimize traffic - the making of an effective front page**	HAGA 3
14.45	**SNDS GENERAL ASSEMBLY & COFFEE BREAK**	
15.30	 **ADRIAN NORRIS** *BREAK OUT 1* **"It's the content, stupid."** The successfull redesign of Globe and Mail, Toronto.	DROTTNINGHOLM
15.30	 **LISBETH KNUDSEN** *BREAK OUT 2XC* **Media hunting for a new business model.** Berlingske Media focuses on the customer.	HAGA 1
15.30	 **PELLE ANDERSON** *BREAK OUT 3* **Making a paper in Istanbul.** Pelle Anderson got a phonecall from Istanbul …	HAGA 2
15.30	**ADOBE/APPLE** *BREAK OUT 4* **How to use Ipad as a publication channel.**	HAGA 3
16.15	**TRENDSPOTTING** DROTTNINGHOLM Stina Cederholm, Torbjörn W Larsson & Olle Lidbom taking a look at the future with help from Tommy Löfgren	
18.30	**LEAVING FOR THE ROCK PARTY**	



ONE TWO THREE FOUR –



WELCOME TO THE ROCKPARTY

ELLINOR A

Heavy Metal

Ellinor Asp has entertained around the world and is currently living and performing in Stockholm. She has studied at Berklee College of Music, acting as guest

FRIDAY 19.00 HRS AT HAMBURGER BÖRS

– TIME TO ROCK´N ROLL



R ASP

l singer with power and brutal energy

act for ZZ Top, Shaggy, Paul Young, Luciano Pavarotti and Bruce Springsteen among others. She has also performed for the Swedish King and Queen.

Ellinor Asp has her own orchestra, which has played with swedish artists i.e. Måns Zelmerlöv, Lasse Berghagen and Meja. In 2009 she was conducting the orchestra in the live-show "Här är ditt liv" in Swedish television. The last two years she has been working with her own musical heavy metal project called Hellinor.

S

THE SPEAKERS #1

TOMMY LÖFGREN



MODERATOR

Nationality:
Swedish.

Profession:
Communication manager.

Hidden talent? I like to cook.

Short presentation:
Started as a radio journalist in the 80´s. Then became press secretary with the Swedish church. I have also worked with press relations for the European Commission. In 2001 I began to work with communications at SSAB where I am currently responsible for internal communications.

TORBJÖRN W LARSSON



THURSDAY 15.55

Nationality: Swedish.

Profession: Owner of small consulting company and a father of 6, multitasking to find the best possible mix in my work-life balance.

Hidden talent? Historically an avid guitar player, can play a pentatonic scale on a guitar.

What will you speak about?
Make a difference by communicating – not talking.
Why do we sometimes click with people, and sometimes not? A crash course to the fine art of understanding how we can get through to other people and why we sometimes fail. Welcome to my world of colors!

WHAT DOES IT COST?

The complete seminar
Thursday-Friday May 12-13, including award show, lunch, coffe breaks and rockparty
Member of SND Scandiniavia: **895 euro**
Non-member: **995 euro**

One day ticket
Thursday May 12 including award show, coffe break.
Member of SND Scandinavia: **375 euro**
Non-member: **475 euro**
Friday May 13 including lunch, coffee breaks and rock party
Member of SND Scandinavia: **525 euro**
Non-member: **625 euro**

Best of Scandinavia News Design award show
Thursday May 12: 99 euro

Rock Party
Friday May 13: 129 euro

Student just access to the sessions
Friday May 13: Lunch, coffe, rock party not included: **59 euro**

Special offers to Newspapers and Media companies
Buy 6 tickets – pay for 5.
Including, lunch,coffe and rock party, May 13: **2 625 euro**
10 one day tickets
Including lunch, coffe and rockparty, May 13: **4 250 euro**

Accomodation
Special price at Sheration Stockholm Hotel – make your reservation no later than April 1, 2011
For your convenience we have pre booked rooms at **Sheraton Stockholm Hotel** where the SNDS conference is held. We have also pre booked rooms at **Scandic Norra Bantorget** situated within walking distance from the conference venue.
The listed price below is offered until April 1st.

Sheraton Stockholm Hotel
SNDS special price single room 2 050 SEK/night or dubble room 2 250 SEK/night including breakfast.
Book your room at Sheraton by following this link:
http://www.starwoodmeeting.com/Book/snds

Scandic Hotels Norra Bantorget
SNDS special price standard single room 1 490 SEK/night or dubble room 1 590 SEK/night including breakfast.
SNDS special price superior-rum 1 690 SEK/night or as dubble room 1 790 SEK/night including breakfast.
Call booking telephone between 8 am and 5 pm,
+46 8 517 342 81 or
by email:
norrabantorget
@scandichotels.com

To get the actual price you have to register the booking number ARR110512



More information about the speakers
www.snds.org

STAFFAN HULTÉN

THURSDAY 15.10



Nationality: Swedish.

Profession: Vice President RAM.

Hidden talent? Got pretty good balance and is an amateur juggler.

ERIC WILBERG

THURSDAY 15.10



Nationality: Norwegian.

Profession: Associate Professor at the Norwegian School of Management.

Hidden talent? Quite good at remembering the year things happened.

What will you speak about?
Make a difference by facts.
Hard facts are the difference between truth and gutfeeling. It can also be the difference between flip or flop. One way of finding out the right facts is to have access to one of the worlds biggest data bases about what the readers really wants. Staffan Hultén, Vice president at RAM (Research and Analysis of Media), a media research and consultancy company based in Stockholm, and Erik Wilberg, associate Professor at the Norwegian School of Management, will teach you how to benefit from hard facts and make a difference.

OLA CARLSSON

FRIDAY 9.15



Nationality: Swedish.

Profession: Art Director, Filter magazine.

Hidden talent? Not too bad at baking bread.

MATTIAS GÖRANSSON

FRIDAY 9.15



Nationality: Swedish.

Profession: Editor-in-chief, Filter magazine.

Hidden talent? One of Sweden's best Lego builders.

What will you speak about?
The swedish magazine Filter has done what many consider the impossible: launch new, printed products focused on longer, in-depth, feature stories and interviews, that are both artistically acclaimed and successful commercial.

Mattias Göransson, Editor in Chief, and Ola Carlson, Art Director, will tell the story behind Filter and its concept.

They will trade their secrets on how to present longer features in a way that both gets the reader started and keeps them reading through 40,000 characters and more.

HENRIK KRANEKRANS

FRIDAY 10.00



FOTO: MALIN EKMAN

Nationality: Swedish.

Profession Founder of Raconteur Media Ltd.

Hidden talent? Quite good at sudoku.

What will you speak about? ***Make a difference by happiness.*** The motto Stay hungry! Stay foolish! can be the difference between succeess and failure. Henrik Kranekrans, the founder of Raconteur Media Ltd, lives like he learns. The same day as the financial crisis hit the world he started his new company Raconteur Media Ltd in London. After six weeks he was alone on the market for profitable supplyments to the daily's. Come and listen to his story of the importance of being happy but never satisfied.

OLLE LIDBOM

FRIDAY 11.00



Nationality: Swedish.

Profession: Independent media analyst.

Hidden talent: I try to flaunt what I've got ...

What will you speak about? ***7 new magazine trends that will reshape the newspaper.***
The print media industry are facing challenges with new behaviours, new media competitors, new technologies, and new platforms – and yet, our reader's still just have 24 hours per day. In this case-driven session, the independent media analyst Olle Lidbom will show 7 new media trends that will become essential to any media company.

THE SPEAKERS #2

PATRIC HAMMAR

FRIDAY 11.50



Nationality: Swedish.

Profession: General Manager Peace and Love.

Hidden talent? Really good at snowboard, said no to compete in Swedish National Championship! I did like to party more at that time (1991), also good at mental calculation.

What will you speak about? ***The Peace and Love concept.*** History, purpose, meaning and the present.

For more than ten years ago a couple of friends started a rock festival in Borlänge, Sweden. 2010 the Peace and Love festival is the largest music festival in Sweden with more than 42,000 tickets sold and Jay-Z as the main act. But Peace and Love is more than a festival, it's a concept, and idea of doing things together with a deeper purpose.

RONNY MATTSSON

FRIDAY 11.50



Nationality: Swedish.

Profession: Head of Press.

Hidden talent? A hell of a fisher, with patience over the normal. And I can hold my breath and swim 75 meter under water.

STINA CEDERHOLM

FRIDAY 13.30



Nationality: Swedish.

Profession: Feature Editor, journalist.

Hidden talent? An expert on how to make a bargain on Blocket.

What will you speak about? ***Step ahead.*** Constant inhouse development where content meets form is the formula that makes the success. Stina Cederholm, Feature Editor, and Anna W Thurfjell, Design Director, will take you behind the scenes and let you see how it works with open innovation as a model.

Svenska Dagbladet was awarded News Paper of the Year in October 2010 and been awarded many times for it's design; in 2005 with World's Best Designed™.

ANNA W THURFJELL

FRIDAY 13.30



Nationality: Swedish.

Profession: Graphic Design, Head of Design.

Hidden talent? I'm learning urban gardening.

CHRISTOFER FAGER

FRIDAY 13.30



Nationality: Swedish.

Profession: Project manager.

Hidden talent? Database developer on my free time.

What will you speak about? ***How to create your perfect iPad magazine.*** How to plan your iPad edition. How to find the optimal way to navigate. Two questions Christofer Fager, Project Manager at Tidningskompaniet in Stockholm, will try to answer. He will also speak about production om multimedia content, interactive and online components and, of course, feedback from the users.

OLE MUNK

FRIDAY 13.30



Nationality: Danish.

Profession: Design & communication consultant.

Hidden talent? Still hope one day to become a painter. Make some attempts every now and then.

What will you speak about? ***A tale of two typefaces.*** The Swedish media corporation Hallpressen (Herenco) is currently redesigning all its publications. The design project can be described as a study of typographical diversity as two typeface families have been chosen to form the design foundation for all the papers. Our challenge was to make them look different – and they do.

More information about the speakers
www.snds.org

CHRIS EDWARDS

FRIDAY 14.15



Nationality: Chilean.

Profession: Journalist.

Hidden talent?
I have a very good ear for foreign languages, so people assume I am fluent even if all I can say is hej, en öl, tack. I learn fast, though.

What will you speak about? ***China at crossroads.***
News media often struggle to tell recurrent, important stories in a new way. In this presentation about some of the challenges that China faces today photographs, videos and music are used to tell a story without any words apart from the essay's title.

SABINE CHRISTIANE SIRACH

FRIDAY 14.15



Nationality: German.

Profession: Dipl. Oec.
Product Marketing Newspaper Systems.

Hidden talent? Gardening
(two green thumbs).

What will you speak about? ***New ways to use the old print office.*** Sabine Christiane Sirach is responsible for product marketing newspaper systems at one of the world's biggest print companies: ManRoland. She will speak about creative newspapers from around the world, about new editorial concepts, new advertising possibilities and new materials, folds and other design options.

ABRAHAM GEORGES

FRIDAY 14.15



Nationality: Swedish.

Profession: Art Director, founder of Designers Bookshop.

Hidden talent?
I'm good at solving technical problems.

What will you speak about?
The worlds first grid plugin for Adobe InDesign.
I will speak about the exciting grid plug-in Grid Calculator Pro Edition for Adobe InDesign which is the first in the world to create professional grid systems/layout. The tool is great for designers that needs to create reliable layout with flawless accuracy.

LISBETH KNUDSEN

FRIDAY 15.30



Nationality: Danish.

Profession: CEO and Editor in Chief.

Hidden talent? Not relevant.

What will you speak about? ***Media hunting for a new business model.*** Berlingske Media, one of Denmarks media companies, focuses on the customer in their new Customer Centric Business Model. This has great impact in every details of both editorial and commercial development. Lisbeth Knudsen, CEO and Editor in Chief of Berlingske Media, tells about the project of rethinking the flagship newspaper of the company – Berlingske Tidende.

PELLE ANDERSON

FRIDAY 15.30



Nationality: Swedish.

Profession: Consultant.

Hidden talent? Remains hidden from me as well.

What will you speak about? ***A roundtrip for 11 million dollars.*** In the spring 2007 Pelle Anderson got a phonecall from Istanbul. Three young Turks wanted to meet him, to discuss the design of a new Istanbul daily. This is Pelle's story about what happened next, how it all ended and the "invaluable lesson of failing". Or at least the very expensive lesson of doing so.

ADRIAN NORRIS

FRIDAY 15.30



Nationality: Canadian/British.

Profession: The Globe and Mail's Managing Editor, Design and Presentation, Times Supplements Ltd.

Hidden talent? Sailing instructor.

What will you speak about?
"It's the content, stupid." The story of the creation of a design that, while embracing and embodying a "Proudly Print" philosophy enhances content in a way that ensures its relevance regardless of platform. Adrian Norris has become a leading expert in newspaper and web production, digital and print integration and web design.

Returex:
SNDS Lone Jürgensen Morgenposten Jyllandsposten
DK-8261 Viby J Danmark

T-SHIRT COMPETITION



Create your own T-shirt!
Enter snds.org, where you can find this white t-shirt. Design your own T-shirt and send it to: sndstshirt contest@gmail.com
You can win a price that really makes a difference!

OUR SPONSORS

aptoma *software for new media
infomaker
Adobe
MacSupport Media Solutions
Solution Expert Creative
SCA c/o Life