



# VDZ Digital Publishers USA Tour 2015

27th September – 2nd October 2015

Washington D.C. / San Francisco / Silicon Valley

## Sunday, 27th September 2015 – Washington D.C.

### Individual arrival

The Melrose Georgetown Hotel

[www.melrosehoteldc.com](http://www.melrosehoteldc.com)

2430 Pennsylvania Ave. NW, Washington DC 20037

Tel: +1 202-955-6400



6:50 pm **Meet in hotel lobby – walk to dinner**

7:00 pm **Welcome dinner @ RIS**

2275 L Street NW, Washington, DC 20037

Tel: +1 202-730-2500



## Monday, 28th September 2015 – Washington D.C

8:30 am **Depart from hotel lobby - walking**

9:00 am **FierceMarkets**

<http://www.fiercemarkets.com/>

FierceMarkets, a division of Questex, LLC, is a leader in B2B e-media, providing information and marketing services in the telecommunications, life sciences, healthcare, IT, energy, government, finance, and retail industries through its portfolio of email newsletters, websites, webinars and live events. Every business day, FierceMarkets' wide array of digital publications reaches more than 2 million executives in more than 100 countries.



**Maurice Bakley, President**

1900 L St. NW, Suite 400, Washington, DC 20036

11:00 pm **Politico**

[www.politico.com](http://www.politico.com)

Politico is a global news and information company at the intersection of politics and policy. With publications based in Washington, D.C., New York and Brussels, Politico has one of the most robust and rapidly-expanding roster of journalists covering politics and policy in the world. Since its launch in 2007, Politico has delivered journalism about politics and policymaking that is more useful to people with a professional interest in public affairs and more fun to read for a community of people who enjoy politics. Politico will share their approach to content, publishing, business and revenue streams.



**John Harris, Editor-in-Chief and Co-founder**

1000 Wilson Boulevard, 8th Floor, Arlington, VA 22209





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## Monday, 28th September 2015 – Washington D.C

1:00 pm **Lunch @ Maddy's Tap Room**  
1100 13th St NW, Washington, DC 20005  
Tel: +1 202-408-5500

2:00 pm **Hanley Wood**  
[www.hanleywood.com](http://www.hanleywood.com)  
Hanley Wood provides news, analysis, and information for the residential and commercial design and construction industry through digital publications, newsletters, magazines, custom marketing solutions, tradeshow and events, and market intelligence.



**Peter Goldstone, CEO**  
**Andy Reid, President, Digital and Strategic Development**  
**Dave Colford, President, Media**  
**Chris Veator, President, Metrostudy**  
One Thomas Circle NW, Suite 600, Washington, DC 20005

4:00 pm **Atlantic Media**  
[www.atlanticmedia.com](http://www.atlanticmedia.com)  
Atlantic Media is dedicated to equipping opinion leaders with breakthrough ideas and original insights.  
Its brands, including The Atlantic, Government Executive, National Journal, Quartz, and Defense One reach leaders across all sectors—consumer, business, media, and government. Strategically designed to meet the unique needs of this community, Atlantic Media's innovative portfolio of digital, print, event, social, and mobile platforms engages an influential audience of over 30 million worldwide each month.

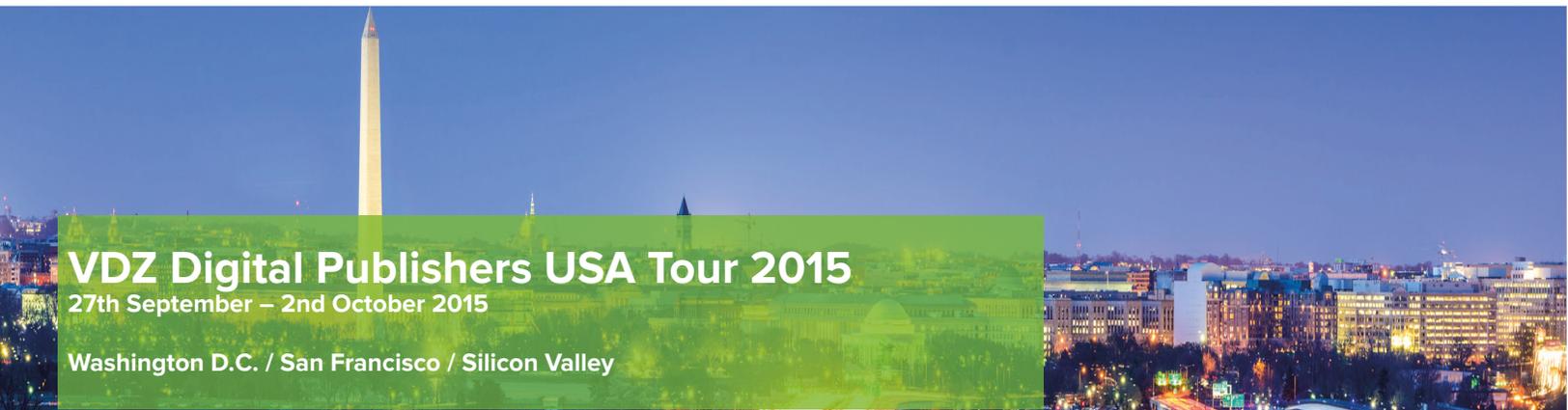


**Bob Cohn, President and COO**  
600 New Hampshire Ave., NW, Washington, DC 20037

7:15 am **Depart for Dinner (optional)**

7:30 pm **Dinner @ Thunder Burger & Bar**  
3056 M Street, NW, Washington, DC 20007  
Tel: +1 202-333-2888





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## Tuesday, 29th September 2015 – Washington D.C

8:00 am **Depart hotel lobby - walking**

8:30 am **Pew Research Center**

[www.pewresearch.org](http://www.pewresearch.org)

Pew Research Center is a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping America and the world. It conducts public opinion polling, demographic research, media content analysis and other empirical social science research.

**Lee Rainie, Director, Internet, Science and Technology**

**Amy Mitchell, Director, Journalism Research**

1615 L Street, NW, Suite 700, Washington, DC 20036

PewResearchCenter

10:30 am **TrackMaven**

[www.trackmaven.com](http://www.trackmaven.com)

TrackMaven provides a competitive intelligence platform which enables content and social media marketers to benchmark content performance and identify engaging topics and tactics. This helps marketers become more data-driven and increase effectiveness. They will share how to monitor the effectiveness of content and competitor activity across digital channels including social media.

**Ian Walsh, CMO & Chief Marketing Maven**

1 Thomas Cir NW, 9th FL, Washington, DC 20005

 TrackMaven

12:00 pm **Lunch @ Rural Society**

1177 15th Street NW, Washington, DC 20005

Tel: +1 202-587-2629

1:00 pm **Washington Post**

[www.washingtonpost.com](http://www.washingtonpost.com)

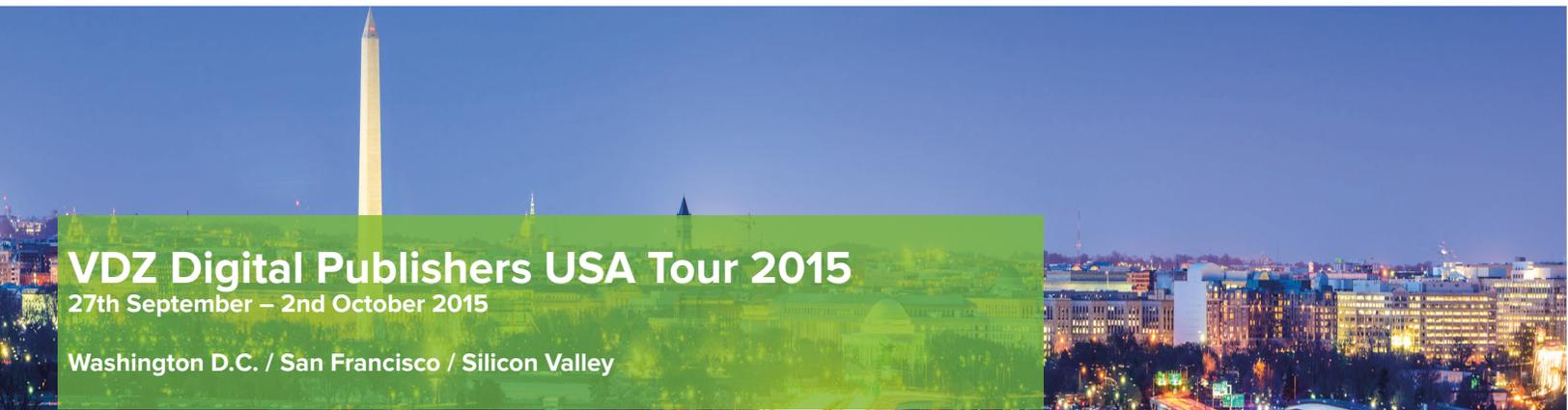
The Washington Post is one of the largest and most influential daily newspapers in the USA. Amazon's Jeff Bezos acquired the newspaper in 2013. Under his ownership, the brand has become more innovative and online focused. Native advertising has been their key strategy for increasing advertising revenue. Fast Company selected the Washington Post as one of the world's most innovative media companies in 2015.

**Stephen Hills, President and General Manager**

1150 15th St NW, Washington, DC 20071

The Washington Post

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### Tuesday, 29th September 2015 – Washington D.C

**3:30 pm National Geographic**

[www.nationalgeographic.com](http://www.nationalgeographic.com)

The National Geographic Society is one of the largest nonprofit scientific and educational institutions in the world. Its interests include geography, archaeology and natural science, and the promotion of environmental and historical conservation. National Geographic produces a magazine as well as mobile products, movies and television programs.



**Keith Jenkins, General Manager, National Geographic Digital**  
1145 17th Street NW, Washington, DC 20036

**7:15 pm Depart hotel for dinner**

**7:30 pm Dinner @ I-Thai Restaurant**

3003 M St NW, Washington, DC 20007  
Tel: +1 202-580-8852

### Wednesday, 30th September 2015 – Washington D.C. / San Francisco

**9:30 am Check out and load luggage into bus**

**10:00 am Depart hotel - bus**

**10:30 am Aptara**

[www.aptaracorp.com](http://www.aptaracorp.com)

Aptara offers digital content, learning and performance, and business support solutions worldwide. They specialize in designing and implementing strategies that capitalize on new digital and mobile technologies for information providers in IT, law, healthcare, pharmaceuticals, insurance, financial services, and publishing. Aptara's solutions uncover new revenue streams, improve operations, and realize cost savings enterprise-wide. Media clients include Time, Wiley, Reuters, Elsevier, Wolters Kluwer and Lonely Planet.



**Joshua Schwartz, Director of Enterprise and Business Development**  
3110 Fairview Park Drive, Suite 900, Falls Church, VA 22042

**12:00 pm Lunch @ Aptara**





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### Wednesday, 30th September 2015 – Washington D.C. / San Francisco

**12:45 pm Depart for Washington Dulles Airport**

Depart Washington Dulles (IAD) at 3:12pm  
United Airlines Flight 560  
Approximately 6 hour flight  
Arrive San Francisco (SFO) at 6:04pm

**7:15 pm Arrival at hotel, check in Clift Hotel**

[www.clifthotel.com](http://www.clifthotel.com)  
495 Geary Street, San Francisco, California 94102  
Tel: +1 415 775-4700

**8:00 pm Dinner @ Zingari (optional)**

501 Post Street, San Francisco, CA 94102  
Tel: +1 415-885-8850

CLIFT  
SAN FRANCISCO

### Thursday, 1st October 2015 – San Francisco / Silicon Valley

**7:45 am Depart hotel – walking**

**8:15 am Twitter**

[www.twitter.com](http://www.twitter.com)

Twitter is a global platform that is both social network and host of real time conversations. Twitter, its primary offering, enables users to create, distribute, and discover content. Vine is a mobile application that enables users to create and distribute short looping videos. The company's revenues are primarily derived from promoted products and services. Twitter provides tools, APIs and widgets that enable content providers to tap into its platform for syndication and distribution. We will be meeting with people who are responsible for ways Twitter works with content providers.



**Rowan Barnett, Director Market Development & Media, D/A/CH,  
Netherlands & Russia**  
**Henning Dorstewitz, Head of Communications, Germany**  
1355 Market St #900, San Francisco, CA 94103

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10:00 am **Vungle**

[www.vungle.com](http://www.vungle.com)

Vungle provides a platform that helps promote and monetize apps through in-app video advertising. Their mobile video ad technology drives revenues for publishers and results for advertisers. Vungle also offers an in app video exchange. Vungle will share what works with in-app video advertising and thoughts around ways to engage audiences on mobile.

**Colin Behr, VP Business Development and International**  
185 Clara Street, San Francisco, CA 94107



11:30 pm **Bus pick up for drive to Silicon Valley**

12:30 pm **Lunch @ Thai Bangkok Cuisine**

21670 Stevens Creek Blvd, Cupertino, CA 95014  
Tel: +1 669-342-7300

2:00 pm **Apple**

[www.apple.com](http://www.apple.com)

Apple designs, manufactures and markets mobile media devices, personal computers, software, services, networking solutions and digital content and applications. We will be meeting with people who are responsible for areas related to media and content.

**Lucy Lathan, Developer Relations**  
**Kim Martinson, Developer Marketing**  
**Mark Mikin, Developer Relations**  
**Donna Ogier, Publisher Relations Manager, News**  
**Erin Polgreen, App Store Business Manager, News, Magazines & Newspapers**  
**Ann Thai, Manager, Consumer Apps**  
**Seema Vora, Developer Marketing**  
16 Results Way, Cupertino, CA 95014



4:30 pm **Institute of Design at Stanford, d.school**

<http://dschool.stanford.edu/>

The Hasso Plattner Institute of Design at Stanford, also known as the d.school, brings together students and faculty in engineering, medicine, business, law, the humanities, sciences, and education to creatively find solutions for the world's issues. We will meet with Justin Ferrell, Fellowship Director of the d.school and former Director of Digital at the Washington Post, who will share how the d.school fosters innovation and out of the box thinking.

**Justin Ferrell, Fellowships Director**  
**Thomas F. Peterson Engineering Laboratory/Building 550**  
550 Panama Mall Stanford, CA 94305



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- 6:00 pm **Depart for hotel**
- 7:45 pm **Depart hotel for dinner**
- 8:00 pm **Dinner @ Hops & Hominy**  
1 Tilman Place, San Francisco, CA 94108

### Friday, 2nd October 2015 – San Francisco

- 8:30 am **Depart hotel – walking**

- 9:00 am **Medium**

[www.medium.com](http://www.medium.com)

Medium is an online platform for the creation and distribution of content that continues to evolve through experimentation. It has been used by well known and professional writers as well as amateurs. Medium was founded by Twitter founders Evan Williams and Biz Stone to provide a place for longer form content. Recently, Evan Williams has shifted Medium away from traditional style publishing to more of a social network like Twitter but based on ideas that build on each other.

**Luke Esterkyn, Community Specialist**

760 Market Street, Suite 900, San Francisco, CA 94102

- 10:30 am **Storied**

<http://storied.co>

Storied has built a mobile first platform that enables long form multimedia storytelling. The platform is intended to enable non-developers to easily create beautiful online stories. Capabilities include social media and e-commerce that allows users to purchase goods that are mentioned within the story. The platform is currently in beta but has been used by publications such as Variety, USA Today and The Hollywood Reporter. Storied was co-founded by Lee Shirani, a veteran of digital publishing at Google and Hearst.

**Lee Shirani, Founder and CEO**

Meeting at: The Vault SF, 415 Jackson Street, San Francisco, CA 94111

**M Medium**

**Storied**

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### **Friday, 2nd October 2015 – San Francisco**

**12:30 pm Lunch and Debrief Meeting @ Belden Taverna**  
52 Belden Place, 2nd Floor Room, San Francisco, CA 94104

We will have lunch followed by a debrief meeting to review the meetings of the week and discuss the learnings.

**3:00 pm Return to Clift hotel**

**Individual Departure from San Francisco**

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