



Module 2 (FGSR)

HOW TO BE A HOLISTIC INDEPENDENT PUBLISHING COMPANY AND GROW WITH THE BIG COMPANIES MINDSET AND STATE-OF-THE-ART TOOLS

During this last year the SMB markets have evolved very fast and this is just the beginning. The participants will understand that there is the chance for "Blue Ocean Strategies" and the independent companies and publishing professionals can find new models in old markets now:

- Using holistic strategies
- Using data science and pretest

Register for 2 sessions with leading experts and entrepreneurs

Register for 2 days of lectures and workshops with leading experts and practitioners.

Part 01: How to thrive as an independent publishing company and use the big group mindset?

Friday, November 26th, 2021, 10:00 to 11:30

With **ENRIQUE PARRILLA**, CEO of Lantia (<https://www.lantia.com/en/>)

What is it about?

A real case of an independent publishing house that learns how to increase revenues and reduce costs by using the mindset of the big groups and all the tools in the state of the art.

What will you learn?

This business case gives you access to a very exclusive experience to learn how to thrive by expanding the activities from the traditional role of publishers: integrating all the operations in the workflow.

For your company the advantages of this workshop will be the following:

The ideas from Enrique Parrilla shows how, from an independent company in Seville, he has been able to be a publisher that innovates in their workflows to save costs, through digital printing and logistics. At the same time, it is capable of reaching agreements with large TV groups to transform their audio-visual content into books. A potential model for companies to grow by taking advantage of digital tools to enhance their ambition and develop enhanced strategies as the big corporations do.



Part 02: How to use the digital tools to take data based decisions
Monday 29th November, 10:00 to 11:30

JOSÉ LUIS HERRANZ, CEO of Soni2 (<http://www.soni2.com>);

JOSÉ V. GONZÁLEZ, Founder of torposl.com, expert in digital transformation;

MARÍA LÓPEZ CASAL, Coordinator of audio book editing at Soni2.



What is it about?

The audiobooks market is growing, and publishers can access now to new tools that transform the intuitive decision making into a data based choice.

What will you learn?

You will understand how a audiobook company uses demo testing for success and AI for customer acquisition. This experience offers a balance strategy between tool integration and partnership with other content companies.

For your company the advantages of this workshop will be the following:

The company could improve the acquisition of potential users by improving the quality of the production and promotion of content through big data and granularity of products. Moreover, the companies can integrate the profitability estimation within the production activities.