

## On-Demand Educational Webinar

Is getting YOUR content effectively published and distributed in real-time across multiple platforms one of your key challenges? If so, this on-demand educational webinar, "Content Platforms Boot Camp", is the perfect resource for you. It briefs viewers on the types of content platforms that exist and how they are used to fulfill various business and content strategies.

**This educational webinar costs \$195 ( [Buy Now](#) ) consists of:**

- **Six video presentations to watch and learn (A total of 3 hours of training!):**
  - o Introduction to Bootcamp- Ann Michael, President, Delta Think
  - o Where It All Begins: The Business Strategy - Marc Strohlein, Principal, Agile Business Logic
  - o Developing Your Mobile Strategy - Barry Graubart, VP, Marketing, ReisReports.com
  - o A View From the Buy Side: Mobile's Impact on the Agenda for Content Management and Distribution - Robin Neidorf, Director of Research, FreePint
  - o Mobile's Impact on Workflow and Talent- Teri Mendelsohn, President, Mendelsohn Consulting, Inc.
  - o Content Technology Platforms - Barry Graubart, VP, Marketing, ReisReports.com
  
- **Six PowerPoint presentations for your reference and to follow along with each of the speakers**
  
- **Six handouts to use immediately with your team:**
  - o Glossary Of Terms For Bootcamp
  - o High Level View of the Content Platform Landscape
  - o Detailed View of the Content Platform Landscape
  - o Mobile Development Strategy Worksheet
  - o Business Strategy Checklist Worksheet
  - o Editorial Team Planning Worksheet

## MORE DETAIL ABOUT Content Platforms Boot Camp

At first blush, mobile, social, aggregation and other platforms look like yet another set of challenges for publishers and information providers:

- Proliferating platforms and reading/viewing devices-How do I decide which, if any, to create products for?
- Content and code are intertwined-What needs to change in my publishing and development processes to create products for these platforms?
- New monetization and business models-Which ones will work and maximize my revenue

opportunities?

- New content and user experience paradigms-How do I create engaging experiences that create loyal customers?

But in reality, those challenges are really opportunities for publishers to re-invigorate products, create whole new user experiences, and most importantly, open up new opportunities to monetize content and applications. The purpose of the boot camp is to help attendees turn these challenges into opportunities by creating a framework that helps guide decision-making for successful outcomes.

### **1. Introduction to Content Platforms**

- a. Three flavors of platforms
  1. Mobile devices as platforms
  2. Backend product development and fulfillment platforms
  3. Product experience ecosystem ("whole product") as "experience platforms"
- b. Success in creating mobile products requires alignment of all three platform-types with business and content strategies.

### **2. Where it all Begins: Business Strategy**

- a. Audience wants and needs--what is the desired experience and what problem am I trying to solve for a customer or audience?
- b. Audience demographics, psychographics, and technographics-who are my intended audience, how do they behave, and what devices do they use?
- c. Monetization and business models-How do I make monetization not just about money, but part of the user experience?
- d. Fit and positioning of mobile offerings with existing models and modes of content delivery-how do mobile offering complement or conflict with my other offerings?
- e. Distribution and partnering--channels, aggregators, technology partners, stores, etc.-should I partner or "go it a alone?"
- f. Business strategy drives and forms content strategies that in turn, drive platform decisions.

### **3. Mobile Devices as Platforms**

- a. Selection considerations-which devices/platforms and how many to support?
- b. Native vs Web, cross-platform development tools-what will deliver the desired experience?
- c. Are location-based services desirable and appropriate?
- d. Is there a social media or networking play?

#### **4. Backend Platforms and Processes**

- a. Infrastructure-do I have a WCMS that can support authoring and management of the content I need?
- b. Content readiness-Is my content tagged including semantic markup, and is it componentized or in formats appropriate for the needs of the mobile offering?
- c. Publishing-Can I use or augment my existing publishing streams or do I need new ones?
- d. Talent-Do I have the talent (user experience, navigation design, rich media, etc.) I need-if not, should I hire or outsource?
- e. Organization-Is the current organization structure conducive to creating mobile offerings?

#### **5. User Experience Ecosystem-the Experience Platform**

- a. Whole product: all elements needed to provide a compelling experience that engages and retains users (drawn from Regis McKenna/Geoffrey Moore)
  - 1. Design, look and feel-Does my app or product display "elegant simplicity", and does it fit the task at hand?
  - 2. Content access-Is it streamed, download, on-demand, and can it be filtered?
  - 3. App access-should stores be part of the delivery ecosystem?
  - 4. Analytics are essential for tuning the experience and driving usage -do I have the right tools and metrics to continually improve the user experience?
  - 5. Whole Product-Are there ancillary products or services that would complement my offering, and do I partner to provide those?

#### **6. Bringing it all together**

- a. Know your audience and their needs
- b. Get the big picture-mobile is only part of a broader content, functionality, and services ecosystem
- c. Start modest and keep it simple
- d. Use agile, get feedback, and iterate until you have "the right stuff"
- e. Be prepared to re-work and refine till you get it right