

# WoodWing's Next Wave Tour arrives in South Africa

Issued by [Automated Publishing Services](#)

12 Feb 2013

*Together with its local partner Automated Publishing Services (APS), WoodWing Software invites newspaper, magazine and book publishers, as well as companies and agencies in South Africa to visit the stop of its global Next Wave Tour in Johannesburg. With a great line-up of speakers from well-known publishers, APS, Adobe and WoodWing, the event will provide the latest news and in-depth information about modern multi-channel publishing and digital asset management. All details and the registration form are available at [www.woodwing.com/en/events/nextwave-south-africa](http://www.woodwing.com/en/events/nextwave-south-africa).*

Zaandam, The Netherlands (February 12, 2013) - On February 21 the FNB Auditorium in Johannesburg will be the meeting point of the South African media and communications industry. At the stop of WoodWing's Next Wave Tour, high-profile speakers share their strategies and best practices in multi-channel publishing, covering areas such as monetisation and increasing efficiency in production.



*Alistair Fairweather, General manager of Digital Operations for Mail & Guardian*

Ryk Benade, Head of Digital Magazine Production Media24 Markets, will share his experience in his presentation 'Media24 and WoodWing. What we have learned and what lies ahead'. In his presentation 'Old dogs, new tricks and low, low budgets' Alistair Fairweather, General Manager Digital Operations Mail & Guardian, will talk about making the leap to digital publishing, respecting your existing skills, and that you can accomplish quite a lot with a relatively small budget, as long as you have the right components and the right attitude.

As a long-time partner of Adobe Systems, WoodWing has invited Roger Risdal, Senior Business Development Manager Digital Publishing Team at Adobe, to update the visitors about the current status and the future of Adobe's Digital Publishing Suite. Tim Cole, WoodWing's product evangelist, will introduce the latest features of the Adobe DPS enhanced with WoodWing's Creation Tools and deliver in-depth demos of WoodWing's multi-channel and digital asset management software. The agenda will be completed by presentations from Charles Parrington, CEO of Automated Publishing Services, about the financial benefits of multi-channel publishing.

"The rapid change in publishing strategies and technologies place high pressure on the entire publishing and communications industry," said Jeroen Sonnemans, Managing Director WoodWing Europe. "With our Next Wave Tour we aim to provide the attendees with highly relevant information they can timely apply in their everyday practice."

A conference ticket, including lunch and drinks, is available for R1250 (\$145). The registration form is available at [www.woodwing.com/en/events/nextwave-south-africa](http://www.woodwing.com/en/events/nextwave-south-africa).

## About WoodWing

WoodWing Software develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next generation digital asset management system, Elvis DAM. WoodWing's solutions are aimed at helping magazine, newspaper and book publishers, corporate publishers, agencies and marketing departments reach their goals for quality, economy and time-to-market.

WoodWing's publishing system Enterprise - including the editorial management application Content Station - coordinates and streamlines the process of creating, managing and publishing static, dynamic and interactive content for all media channels - print, Web, social, smart phones and tablets. Elvis DAM enables users to securely store and efficiently manage the increasing collection of rich-media files.

WoodWing Software, founded in the year 2000, has its headquarters in Zaandam, The Netherlands, and has regional sales offices in Europe, the Americas and Asia Pacific. Customers are served locally by over 90 selected partners in more than 100 countries. WoodWing's long-standing relationship with Adobe as a Technology Partner and its close cooperation with a large number of other technology vendors worldwide, confirm WoodWing's position as one of the leading suppliers of publishing software. WoodWing is a privately owned company, with all founders actively engaged. Additional information regarding WoodWing's products and services can be found at [www.woodwing.com](http://www.woodwing.com).

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