IFRRO Business Models Forum

Disrupt or be Disrupted: Evolving to Meet User Needs

10 November 2015 / 11:00 – 17:00, Regency Ballroom C, Hyatt Regency Hotel
Mexico City, Mexico

11:00  Welcome and Opening
Tracey Armstrong, Chair IFRRO Business Models Forum

Key Note Speaker
Anne Leer, Deputy Director General, WIPO

Speech on challenges in the digital environment required to be addressed
Kiyoshi Tsuru, Tsuru, Morales, Isla Abogados, S.C.

13:00  Lunch

14:00  Best Practices in Education Licensing
Moderator: Caroline Morgan, General Manager, Copyright Agency
Panelists:
- Digital Content Store, Madeleine Pow, International Rights Manager, CLA
- Licensing of E-libro, Ana María Cabanellas, Vice President, CADRA

Break

Speech on the importance of addressing adequately legitimate user requests for legal access to intellectual property
Paul Goldstein, Stella W. and Ira S. Lillick Professor of Law, Stanford Law School

Technologies Designed to Meet User Needs
Moderator: Tracey Armstrong, Copyright Clearance Center
- Text and Data Mining
  Babis Marmanis, Copyright Clearance Center
- Simplified Access for Multidisciplinary Education and Learning (SAMUEL)
  Frédérique Couette, Copibec

Teachers: A view from the trenches
David Robinson, Special Advisor, Education International (EI)

17:00  Closing: Key Takeaways for IFRRO
Olav Stokkmo, Chief Executive, IFRRO
Tracey Armstrong, Chair, IFRRO Business Models Forum