



January 23-25, 2012  
Sheraton Hotel & Towers  
New York, NY

### Monday, January 23rd, 2012

- 9:00 am - 4:00 pm **DBW Book Marketing Summit (Additional Fees Apply)**
- 8:45 am - 4:00 pm **Children's Publishing Goes Digital (Additional Fees Apply)**
- 10:00 am - 1:00 pm **Measuring Content Strategy ROI: What, Why and How to Present It (Workshop- Additional Fee Required)**  
Dan Blank, Founder, We Grow Media
- Future-Proofing Your eBooks on Multiple Platforms (Workshop- Additional Fee Required)**  
Joshua Tallent, eBook Developer
- 1:00 pm - 5:00 pm **Exhibit Hall with Sponsor Sessions**
- 2:00 pm - 5:00 pm **Cross-Platform: from Acquisition to Beyond The Book (Workshop- Additional Fee Required)**  
Kevin Franco, Founder, Enthrill
- The Checklist: How a Simple System Can Radically Improve Your Process and Your Products (Workshop- Additional Fee Required)**  
Anne Kostick, Partner, Foxpath IND  
Andrea Colvin, Vice President, Content/ Executive Producer, Book Division, Andrews McMeel Publishing
- 4:00 pm - 4:45 pm **EPUB 3; What Publishers Know the Format Can Do, and Want to Work With Retailers to Achieve**  
Samantha Cohen, Director of Digital Content Development, Simon & Schuster  
Dana Hayward, Senior Manager, Digital Content, HarperCollins Children's Books  
Peter Balis, Director, Digital Business Development, Wiley  
David Cramer, Hachette Book Group
- 5:30 pm - 8:00 pm **Publishing Innovation Awards - Opening Ceremonies/Cocktail Reception**

### Tuesday, January 24th, 2012

- 7:30 am - 8:30 am **Registration Opens, Coffee, and Exhibits**

8:40 am - 9:00 am **Remaking an Industry: What publishers should be thinking about in 2012**  
Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company

8:35 am - 9:00 am **Welcome/Opening Remarks**  
David Nussbaum, Chairman and Chief Executive Officer, F+W Media, Inc.

9:00 am - 9:10 am **Forrester Research: Publishing industry forecast**  
James McQuivey, Vice President & Principal Analyst, Forrester Research

9:10 am - 10:00 am **A CEO's View of the Future Redux: Lessons Learned, Future Forecasts**  
David Nussbaum, Chairman and Chief Executive Officer, F+W Media, Inc.  
John R. Ingram, Chairman, Ingram Content Group  
Dominique Raccah, CEO and Publisher, Sourcebooks  
John Donatich, Director, Yale University Press  
Ellen Archer, President, Hyperion

10:00 am - 10:30 am **Morning Break**

10:30 am - 10:45 am **Consumer attitudes toward ebook reading**  
Kelly Gallagher, Vice President, Publishing Services, R.R. Bowker

10:45 am - 11:00 am **Barnes and Noble's Digital Transition**  
Jim Hilt, Vice President of eBooks, Barnes & Noble

11:00 am - 12:00 pm **What publishing can learn from the romance genre**  
Lori James, Founding Partner and Chief Operating Officer, All Romance eBooks (ARe)  
Liate Stehlik, Senior Vice President and Publisher, William Morrow/Harper Voyager/Avon Books  
Raelene Gorlinsky, Publisher, Ellora's Cave Publishing Inc.  
Angela James, Executive Editor, Carina Press  
Julie Cummings, Manager, Marketing Promotions, All Romance eBooks

12:00 pm - 1:30 pm **Exhibit Hall and Lunch (included)**

1:30 pm - 2:20 pm

**New ePublishing Initiatives: Digital-first (and digital-only) publishing comes of age**  
David Wilk, President, Booktrix  
Scott Waxman, President & CEO, Diversion Books / Waxman Literary Agency  
Richard Curtis, CEO, Curtis Agency, E-Reads  
Liate Stehlik, Senior Vice President and Publisher, William Morrow/Harper Voyager/Avon Books  
Jeff Sharp, President, Co-

**Investment Marketing: Building platforms and relationships that pay off repeatedly**  
Matt Mullin, Community Relations Manager, F+W Media  
Rachel Chou, Chief Marketing Officer, Open Road Integrated Media  
Michael Harbolt, Vice President, Digital Markets, Macmillan  
Shane Norman, Group Director of Interactive Marketing, HarperCollins

**Navigating New Digital Workflows: Getting help with the digital switchover**  
Shyam Sekar S, Assoc. Vice President - Online, Publishing and Media Solutions, Datamatics Global Services  
Scott Lubeck, Executive Vice President, Bert Davis Executive Search  
Andrew Malkin, Director, Business Development, Innodata  
Gregg Sullivan, Senior Vice President, SPi Global

**eBooks for Everyone Else: eBook Production & Design**  
Joshua Tallent, eBook Developer  
Ron Martinez, Founder, Aerbook  
Jenny Frost, President, Frost Associates

**Publishers LaunchPad**  
Linda Holliday, CEO, Semi-Linear  
Evan Ratliff, Editor and CEO, Atavist  
Art Chang, CEO, Cookstr  
Rachel Thomas, Founder, Subtext  
Joshua Cohen, Ganxy

2:30 pm - 3:20 pm	<p>Founder, Open Road Integrated Media</p> <p><b>eBooks for Everyone Else: Digital Marketing</b></p> <p>Iris Blasi, Hilsinger Mendelson East</p> <p>Lori Culwell, Get Creative, Inc.</p> <p>Jenny Frost, President, Frost Associates</p>	<p>Publishers</p> <p>Matthew Cavnar, Vook</p> <p><b>Publishers LaunchPad</b></p> <p>Linda Holliday, CEO, Semi-Linear</p> <p>Jason Ojalvo, Vice President of Content Creation, Audible.com</p> <p>Richard Nash, VP, Content &amp; Community, Small Demons</p> <p>Rochelle Grayson, CEO, BookRiff</p> <p>Greg Bateman, Vook</p>	<p><b>The Social Future of the Book: Creating conversation and community in and around the book</b></p> <p>Sol Rosenberg, VP, Business Development &amp; Content Aquisition, Copia Interactive, LLC</p> <p>Travis Alber, Founder, ReadSocial/BookGlutton</p> <p>Sanj Kharbanda, VP Digital Strategy, Houghton Mifflin Harcourt</p> <p>Adam Salomone, Associate Publisher, The Harvard Common Press</p>	<p><b>Digital Shorts and Singles: Developing a short-form content strategy</b></p> <p>Jack W Perry, Owner, 38enso</p> <p>Evan Ratliff, Editor and CEO, Atavist</p> <p>Tim Holman, VP, Publisher, Orbit and Yen Press</p> <p>Jon Meacham, Executive Editor/Executive Vice President, Random House</p> <p>Carrie Swetonic, Associate Director of Marketing, Dutton</p>	<p><b>Success stories and lessons from the digital workflow transition</b></p> <p>Dylan Hoke, Senior Production Director, Hachette Book Group</p> <p>Sarah Cardillo, Senior Managing Editor, Sourcebooks, Inc.</p> <p>Joan O'Neil, Vice President &amp; Group Executive Publisher, John Wiley &amp; Sons</p> <p>Matt LeBlanc, Director Digital Workflow, F+W Media</p> <p>Neal Goff, President, Egremont Associates, LLC</p>
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3:30 pm - 4:00 pm

**Afternoon Coffee Break and Exhibits**

4:00 pm - 4:50 pm

<p><b>Agents Evolving: New developments in business models and publisher relations</b></p> <p>Brian DeFiore, Founder, DiFiore &amp; Company</p> <p>Liza Dawson, President, Liza Dawson Associates</p> <p>Ginger Clark, Literary Agent, Curtis Brown, Ltd.</p> <p>Charlotte Abbott, Digital Strategy Consultant</p> <p>Jay Mandel, Agent, William Morris Endeavor</p>	<p><b>Awareness Marketing: Improving discovery and finding audiences book by book</b></p> <p>Liz Perl, SVP, Marketing, Simon &amp; Schuster</p> <p>Rick Joyce, Chief Marketing Officer, Perseus Book Group</p> <p>Susan Ruzsala, President, NetGalley</p> <p>Kate Stark, Marketing Director, Putnam/Riverhead</p>	<p><b>Sizing-up the Children's eBook Market: The Opportunities and Challenges of Digital Publishing to a Digital Generation</b></p> <p>Kelly Gallagher, Vice President, Publishing Services, R.R. Bowker</p> <p>Kristen McLean, Founder &amp; CEO, Bookigee.com</p> <p>Diane Naughton, VP of Marketing, HarperCollins Children's Books</p> <p>Lori Benton, Vice President &amp; Publisher, Trade Publishing, Scholastic</p> <p>Suzanne Murphy, VP, Publisher, Disney Publishing Worldwide</p>	<p><b>Cloud-Based Book Publishing: The Next Step in the Digital Transformation</b></p> <p>Bruce Marcus, Chief Digital and Information Officer, McGraw-Hill Education</p> <p>Noah Genner, President &amp; CEO, BookNet Canada</p> <p>Ted Hill, President, THA Consulting</p> <p>Brendan Cahill, President &amp; CEO, Green Mountain Digital, Inc.</p>	<p><b>eBooks for Everyone Else: eBook Distribution</b></p> <p>Michael Cader, Publishers Lunch</p>
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**Wednesday, January 25th, 2012**

7:30 am - 8:30 am

**Registration Open, Coffee and Exhibits**

8:30 am - 8:40 am

**Welcome to Day 2**

Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company

8:40 am - 9:10 am

**Publishing in the Shift Age: How the world is changing and what it means for the book business**

David Houle, Author and Futurist

9:10 am - 9:30 am

**A Kindle New Year: Looking Back and Looking Forward**

Russ Grandinetti, Vice President For Kindle Content, Amazon

9:30 am - 9:45 am

**Bookselling Without Borders: A look at the independent bookstore landscape**

Oren Teicher, CEO, American Booksellers Association

9:45 am - 10:00 am

**eBook Adoption Goes Global: A review of device penetration, ebook adoption, and app sales around the world**

Marco Ferrario, Founder, Book Republic

Greg Portell, Partner, A.T. Kearney

10:00 am - 10:30 am

**Morning Break and Exhibits**

10:30 am - 11:20 am

**Interactive session with Futurist David Houle**

David Houle, Author and Futurist

**Talking to the Genre Fiction Reader: Publisher-driven genre communities**

Liz Edelstein, Senior Manager, HeroesandHeartbreakers.com, Macmillan  
Sarah Weinman, News Editor, Publishers Marketplace  
Benjamin LeRoy, Publisher, Tyrus Books  
Matt Schwartz, VP, Director of Digital Marketing and Strategy, Random House Publishing Group  
Tim Holman, VP, Publisher, Orbit and Yen Press

**Changing Author-Publisher Relationships**

Joseph Mangan, Chief Operating Officer, Perseus Books Group  
Madeline McIntosh, President, Sales, Operations, and Digital, Random House  
Simon Lipskar, President, Writers House  
Carolyn Pittis, SVP, Publishing Transformation, HarperCollins  
Michael Pietsch, EVP and Publisher, Hachette Book Group & Little, Brown and Company  
Sue Fleming, VP of Content and Programming, Simon & Schuster

**The Future for Print Books in Public Libraries**

George Coe, President of Library & Education, Baker-Taylor  
George Stanley, VP & Director, Professional and Trade Sales Business, Wiley  
Miriam Tuliao, Assistant Director, New York Public Library  
Anne Silvers Lee, Chief, Materials Management Division, Free Library of Philadelphia  
Nora Rawlinson, Co-Founder, Editor, EarlyWord

**Understanding Global Markets**

Robin Birtle, CEO, Sakkam Press Ltd  
Michael Healy, Executive Director, Author and Publisher Relations, Copyright Clearance Center  
Marco Ferrario, Founder, Book Republic  
Ricardo Costa, Director, PublishNews  
Jason Craig, Group Digital Sales Director, Penguin UK  
Ronald Schild, CEO, MVB (libreka!)

11:30 am - 12:20 pm

**Pricing of eBooks: what do we know about what works and what doesn't?**

Michael Tamblyn, Vice President, Sales & Merchandising, Kobo

**Using Content To Build Community**

Matthew C. Baldacci, VP, Associate Publisher, St. Martins Press  
Sue Fleming, VP of Content and Programming, Simon &

**Breaking out of the Box: New channels for your content**

Tom Turvey, Director, Strategic Partnerships, Google  
Sara Domville, President,

**Enhanced eBooks: CD-Rom again or different this time around?**

Dan Oja, President, MediaTechnics Corporation  
Nicholas Callaway, Chief Creative Officer and Co-

**Discovery and libraries in an age of fewer bookstores**

Ruth Liebman, VP, Director of Account Marketing, Random House  
Matt Tempelis, Global Business Mgr, 3M

Schuster Gary Lynch, Group Publisher, F+W Media Margo Baldwin, President and Publisher, Chelsea Green Publishing Jim Bashour, Director of Digital Media, Cool Springs Press	F+W Media, Inc. Phil Ollila, Chief Content Officer, Ingram Content Group Bob Nelson, President, Digital Group, Baker & Taylor Christopher Kenneally, Director, Business Development and Author Relations, Copyright Clearance Center	Founder, Callaway Digital Arts, Inc. Peter Meyers Mindy Stockfield, Vice President, Hyperion Liz Kessler, Digital Product Director, Hachette Book Group	Kate Sheehan, Open Source Implementation Coordinator, Bibliomation Heather McCormack, Book Review Editor, Library Journal Beth Jefferson, Co-founder & CEO, BiblioCommons
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12:30 pm - 1:30 pm

**Exhibit Hall and Lunch (included)**

1:30 pm - 2:20 pm

<b>Understanding Metadata</b> Bill Newlin, Publisher, Avalon Travel Fran Toolan, Chief Igniter, Firebrand Technologies	<b>Doing It on Their Own: Self-publishing authors find success</b> Bella Andre Tony Van Veen, CEO, BookBaby Robert Mayer, Who Dares Wins Publishing Elle Lothlorien Jeremy Greenfield, Editorial Director, Digital Book World	<b>The Digital Future For the Illustrated Book</b> Sriram Panchanathan, Senior Vice President - Digital Solutions, Aptara Ami Greko, Senior vendor relations manager, US, Kobo Steve Sandonato, Vice- President, Strategy & Business Development, Time Home Entertainment, Inc. Ken Fund, President & CEO, Quayside Publishing Group Laura Hazard Owen, Book Publishing Reporter, paidContent	<b>New Models for eBook Sales to Libraries</b> Tom Mercer, Digital Library Marketing, 3M Steve Potash, President & CEO, OverDrive, Inc. Monique Sendze, Associate Director of IT, Douglas County Libraries Barbara A. Genco, Manager, Special Projects, Library Journal Rich Freese, President, Recorded Books International, LLC	<b>The Bookstore Renaissance: New experiments and innovations from independent booksellers</b> Bradley Graham, Co-owner, Politics and Prose Bookstore John Mutter, Co-Founder & Editor-in-Chief, Shelf Awareness Roxanne Coady, Owner and President, RJ Julia Booksellers and Just the Right Book! Mitchell Kaplan, Books & Books Suzanna Hermans, Co-owner , Oblong Books & Music in Millerton
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2:30 pm - 3:00 pm

**Afternoon Coffee Break and Exhibits**

3:00 pm - 3:15 pm

**Kobo Takes eBooks Around the World**  
Michael Tamblyn, Vice President, Sales & Merchandising, Kobo

3:15 pm - 3:30 pm

**Nielsen: Metadata and Sales Data and the Connections Between the Two**  
Jonathan Nowell, President, Nielsen Book

3:30 pm - 3:45 pm

**Bookish**  
Caroline Marks, CEO, Bookish

3:45 pm - 4:00 pm

**Verso Media: Study of book-buying behavior**  
Jack McKeown, President and Co-Owner, Books & Books Westhampton Beach

4:00 pm - 4:45 pm

**Observations of a Publisher-Centric Digital Retailer**

Matteo Berlucchi, CEO, Anobii

4:05 pm - 4:50 pm

**Where we are, where we're going**

Evan Schnittman, Managing Director Group Sales and Marketing, Print and Digital , Bloomsbury Publishing Plc.

Mark Allin, Senior Vice President, Global Professional & Trade, John Wiley & Sons

Clare Peeters, Vice President, Corporate Strategy and Business Development, The Perseus Books Group

Michael Cader, Publishers Lunch

Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company

4:50 pm - 5:00 pm

**Closing Remarks**