

JANUARY 13-15, 2015 • NYC

# DIGITAL BOOK WORLD

## CONFERENCE + EXPO

### Thursday, January 15

- 7:30 am **DBW Main Conference Registration Open**
- 7:30 am - 8:30 am **Breakfast Meetings with Conference Speakers**
- 8:45 am - 8:50 am **Welcome and Introduction**
- 8:55 am - 9:20 am **OK, What's Next?**  
Seth Godin, Author/Founder, squidoo.com  
Michael Cader, Founder, Publishers Lunch  
Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company
- 9:25 am - 9:40 am **A Strategy for the Future: Brian Murray on Taking HarperCollins into the Digital Age**  
Brian Murray, President and CEO, HarperCollins Publishers
- 9:45 am - 10:00 am **The Changing Mix of What Sells in Print: How ebooks Have Changed the Print Book Marketplace**  
Jonathan Nowell, President, Nielsen Book
- 10:00 am - 3:30 pm **Exhibit Hall Hours**
- 10:05 am - 10:35 am **Morning Break and Exhibits**
- 10:05 am - 10:35 am **Sponsor Case Study: Innodata - The "Flash Boys" Effect: Analyzing the 440 % increase in media mentions of "High Frequency Trading"**  
Jim Donnelly, Director of Content, MediaMiser
- 10:35 am - 10:50 am **Publishing and Other Media in a World of Engineers**  
Ken Auletta, Annals of Communications writer for the New Yorker magazine and author of Googled: The End of the World As We Know It

10:55 am - 11:10 am

**Smart Data: A Look at Data -- Big and Small -- For Publishing**

Hilary Mason, CEO and Founder, Fast Forward Labs

11:15 am - 11:30 am

**The Author's Choice: How Authors Decide Between Traditional and Self-Publishing**

Judith Curr, President and Publisher, Atria Publishing Group

11:35 am - 11:55 am

**Apple and the Book Business: A Conversation with Apple's Keith Moerer**

Keith Moerer, Director of iBooks Store, Apple, Inc.

12:00 pm - 1:30 pm

**Lunch Break and Exhibits**

12:00 pm - 12:30 pm

**Sponsor Case Study - Libre Digital - The Catbird Seat: How You Can Influence Book Sales in Today's Online Retail World**

Brittayne Jackson, Product Manager, LibreDigital, an RR Donnelley Company

Coretta Bell Sexton, Senior Business Development Manager, LibreDigital, an RR Donnelley Company

12:30 pm - 1:00 pm

**Sponsor Case Study - Virtusales - Lessons Learned: The process, Purpose and Outcome of Transitioning to an Integrated Publishing Software System**

Rodney Elder, VP, Commercial Operations, Virtusales Publishing Software

John Stephenson, IT Product & Project Manager, Harvard University Press

1:00 pm - 1:30 pm

**Sponsor Case Study - Manipal Digital Systems - 8 Ways to Improve Your Editorial and Production Processes - And See Dramatic Results!**

Dan Dube, Senior Consultant, Manipal Digital

1:30 pm - 2:20 pm

**Making Smarter Marketing Decisions with Reader Engagement, Insight, and Data**

Alex White, CEO & Co-Founder, Next Big Sound/Next Big Book  
Ashleigh Gardner, Head of Content, Wattpad  
Jess Johns, Director of Operations, The Idea Logical Company  
Judith Curr, President and Publisher, Atria Publishing Group  
Peter McCarthy, Co-founder and Chief Creative Officer, The Logical Marketing Agency

**Global Publishing Tactics: Understanding Distribution, Metadata, Pricing, and Marketing to Maximize Sales in Different Markets**

Gareth Cuddy, Founder and CEO, ePubDirect  
Marcus Woodburn, Vice President, Digital Products, Ingram Content Group Inc.  
Len Vlahos, Executive Director, BISG  
Amanda Edmonds, Director, Strategic Partnerships, Google

**Case Studies: Building a Vertical From the Ground Up**

Mary Ann Naples, SVP, Publisher, Rodale  
Phil Sexton, Publisher, Writer's Digest  
Edward Nawotka, Founder, Editor-in-Chief, Publishing Perspectives  
Eric Shanfelt, SVP, eMedia, HarperCollins Christian Publishing  
Adrian Norman, VP Marketing and New Products, Simon & Schuster

**Q&A with Hilary Mason**

Hilary Mason, CEO and Founder, Fast Forward Labs  
Matt Harris, Director of Business Development, LibreDigital, an RR Donnelley Company

**The Audiobook Boom – How the Fastest Growing Segment of the Publishing Industry is Driving New Competition and User Adoption (Presented by Findaway World)**

Andrew Weinstein, Vice President, Content Acquisition, Scribd  
Ralph Lazaro, VP of Digital Products, Findaway World  
Tom Mercer, Digital Library Business Development, 3M  
Michele Cobb, President, Audio Publishers Association  
Ana Maria Alessi, Vice President Digital Innovation & Publisher, HarperAudio

2:30 pm - 3:00 pm

**Afternoon Break and Exhibits**

2:30 pm - 2:50 pm

**Sponsor Case Study - ePubDirect - Crushing International eBook Sales: Learn from the experts**

Gareth Cuddy, Founder and CEO, ePubDirect

3:00 pm - 3:50 pm

**Strategies for Digital Advertising and Managing**

**Global Market Spotlight: Reports From Markets**

**Rethinking Direct: Publishers Building and**

**Authors Facing the Industry: Data and Insights From Authors on the Publishing Business, Author-Publisher**

4:00 pm - 4:50 pm

<b>Paid Media Campaigns</b> Alyson Forbes, Advertising Director, Hachette Book Group Christine Hung, Associate Director of Marketing, Penguin Random House Tom Thompson, Vice President, Group Director, Verso Advertising Caitlin Friedman, Vice President, Marketing & Brand Management, Scholastic, Inc. Heather Myers, Founder, President and Strategic Lead, Spark No. 9	<b>Around the World</b> Thomas Minkus, VP Emerging Media & English Language Markets, Frankfurt Book Fair Marcello Vena, Founder and Managing Partner, All Brain Carlo Carrenho, Founding Partner, PublishNews (Brazil) Simon Dunlop, Co-Founder, Bookmate Gareth Cuddy, Founder and CEO, ePubDirect Evan Schnittman, EVP, Chief Marketing & Sales Officer, Hachette Book Group	<b>Scaling Direct-to-Consumer Businesses</b> Dominique Raccah, CEO & Publisher, Sourcebooks Chantal Restivo-Alessi, Chief Digital Officer, HarperCollins Publishers David Wilk, Owner, Booktrix Evelyn Bridge, eCommerce Marketing Director, F+W, a Content + eCommerce Company Mary Cummings, Editorial Director, Diversion Books	<b>Relations, and Marketing</b> David Vinjamuri, Contributor/Author, Forbes/Accidental Branding: How Ordinary People Build Extraordinary Brands Jane Friedman, Publisher, Scratch magazine Rick Chapman, Managing Editor/Author, Softletter Dana Beth Weinberg, Ph.D., Professor of Sociology and Director of the MA in Data Analytics & Applied Social Research, Queens College - CUNY Bianca D'Arc, Author
<b>Price Promotions</b> Josh Schanker, Founder/President, BookBub Rachel Chou, Chief Marketing Officer, Open Road Integrated Media Matthew Cavnar, Co-Founder, Vook Laura Hazard Owen, News Editor and Digital Publishing Reporter, GigaOM Nathan Maharaj, Director of Merchandising, Kobo	<b>Should Amazon be Constrained and Can They Be?</b> Barry Eisler, Author, The Detachment Annie Lowrey, Journalist, New York Magazine Barry Lynn, Director, Open Markets, Enterprise, and Resiliency Initiative, New America Foundation Ken Auletta, Annals of Communications writer for the New Yorker magazine and author of Googled: The End of the World As We Know It		<b>Reading Data: What We Know About How People Read</b> Micah Bowers, Founder and CEO, Bluefire Productions Michael Tamblyn, President and Chief Content Officer, Kobo David Burleigh, Director of Marketing & Communication, OverDrive, Inc. Chris Kenneally, Director, Business Development & Author Relations, Copyright Clearance Center Jared Friedman, Co-founder & CTO, Scribd