

JANUARY 13-15, 2015 • NYC

DIGITAL BOOK WORLD

CONFERENCE + EXPO

Tuesday, January 13

9:00 am - 12:00 pm

Creating Metadata that Works

Renée Register, Author/Instructor, The Essential Guide to Metadata for Books/Digital Book World University

Finding and Building an Audience: On Discovery and Discoverability 2015

Andrew Rhomberg, Founder, Jellybooks.com

What Authors Want and How Publishers Can Adapt: Deep Dive Into New Author Data and Workshop on What Publishers Can Do

Dana Beth Weinberg, Ph.D., Professor of Sociology and Director of the MA in Data Analytics & Applied Social Research, Queens College - CUNY

Common Core and Copyright: The Promise & The Problems

Jay Diskey, Executive Director, Association of American Publishers' PreK-12 Learning Group
Meredith Liben, Director of Literacy and English Language Arts, Student Achievement Partners
Cathy Ferrara, Director, Mobile Solutions, Scholastic Education
David Rust, Senior Publishing Executive, Sandhill Consulting Group, LLC
Ramez Mikdashi, Manager and Head of Content Partnerships, Amplify Learning
Andrew Campana, Business Development Manager, Copyright Clearance Center

2:00 pm - 5:00 pm

Data, Analytics and Algorithms in Publishing

Andrew Rhomberg, Founder, Jellybooks.com
Peter McCarthy, Co-founder and Chief Creative Officer, The Logical Marketing Agency
Jaimee Callaway, Digital Marketing Director, Perseus

Kobo: Optimizing English Language Content Sales Internationally

Nathan Maharaj, Director of Merchandising, Kobo
Patricia Simoes, Senior Manager of Publisher Operations, Kobo

The Least of These: Handling the Less-Talked-About Parts of an eBook

Joshua Tallent, Chief eBook Architect, Firebrand Technologies
Dave Ream, Chief Consultant, Leverage Technologies

Mobile Strategies for Digital Publishing: Putting Your Plan into Action

Thad McIlroy, President, The Future of Publishing, Inc.

Books Group
Susan Ruzala, President,
NetGalley
Josh Brody, CEO, Vook
Allison Horton, Marketing
Associate, Vook