

JANUARY 13-15, 2015 • NYC

# DIGITAL BOOK WORLD

## CONFERENCE + EXPO

### Tuesday, January 13

8:45 am - 8:50 am

#### **Welcome and Opening Remarks**

Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company  
Lorraine Shanley, President, Market Partners International

8:55 am - 9:05 am

#### **A Look at the US Children's Book Market**

Jonathan Nowell, President, Nielsen Book

9:10 am - 9:20 am

#### **Children's Tech: The Year in Review and Trends for 2015**

Warren Buckleitner, Editor and Founder, Children's Technology Review

9:25 am - 9:35 am

#### **Changing Media, Changing Content, and Changing Minds: PlayCollective on Kid's ebooks and the Children's Entertainment and Educational Media Landscape**

David Kleeman, SVP, Insights Programs and PlayVangelist, PlayCollective

9:40 am - 9:55 am

#### **Information in Context (Q&A)**

David Kleeman, SVP, Insights Programs and PlayVangelist, PlayCollective  
Warren Buckleitner, Editor and Founder, Children's Technology Review  
Michael Cader, Founder, Publishers Lunch  
Jonathan Nowell, President, Nielsen Book

10:00 am - 10:35 am

#### **Starting with Digital: The Art and Business of Digital Storytelling**

Eric Huang, Development Director, Made in Me  
Ashley Andersen Zantop, Chief Content Officer, Capstone

10:40 am - 11:10 am

#### **Morning Break**

11:10 am - 11:20 am

#### **Google for Education**

Chris Palma, Head, Strategic Partnerships, Play Books, Google

- 11:25 am - 11:35 am **Amplify's Games and Virtual Library for Students**  
Justin Leites, Vice President for Games, Amplify
- 11:40 am - 12:25 pm **Adventures in Marketing: Case Studies of Traditional and Digital Kids' Book Marketing**  
Peter McCarthy, Co-founder and Chief Creative Officer, The Logical Marketing Agency  
Morgan Baden, Senior Director of Social Media, Scholastic, Inc.  
Kim Lauber, Director of Marketing, Random House Children's Books  
Taylor Foley, Digital Product Manager, Houghton Mifflin Harcourt
- 12:25 pm - 1:25 pm **Roundtable Lunch**  
Neal Goff, President, Egremont Associates, LLC  
Marjan Ghara, Founder & CEO, BiblioNasium  
Kari Ness Riedel, Founder, Bookopolis  
Peter McCarthy, Co-founder and Chief Creative Officer, The Logical Marketing Agency  
David Kleeman, SVP, Insights Programs and PlayVangelist, PlayCollective  
Maia Haag, Co-Founder and President, i See Me! Inc.  
Dominique Raccach, CEO & Publisher, Sourcebooks  
Eric Huang, Development Director, Made in Me  
Jonathan Nowell, President, Nielsen Book  
Kartik Hosanagar, Co-Founder, SmartyPAL
- 1:25 pm - 2:00 pm **The Rise of Fandom: Fan Fiction and Engaging with Fan Communities**  
Morgan Leigh Davies, Editor-in-Chief, Big Bang Press  
Ashleigh Gardner, Head of Content, Wattpad  
Adam Wilson, Senior Editor, Gallery Books  
Lanie Davis, Director of e-Publishing, Alloy Entertainment
- 2:05 pm - 2:40 pm **Building Story and Building Platforms: A Conversation Between Paper Lantern Lit and Susan Katz, President and Publisher of HarperCollins**  
Lexa Hillyer, Co-Founder, Paper Lantern Lit  
Lauren Oliver, Co-Founder, Paper Lantern Lit  
Susan Katz, President and Publisher, HarperCollins Children's Books
- 2:45 pm - 3:30 pm **Books to Kids, On Demand: Ebook Subscriptions**  
Neal Shenoy, Co-Founder and CEO/Founding Partner, Speakaboos/[212] MEDIA  
Devereux Chatillon, Partner, Chatillon Weiss LLP  
Wandy Hoh, Co-Founder, CEO, MeeGenius  
Kartik Hosanagar, Co-Founder, SmartyPAL
- 3:30 pm - 4:00 pm **Afternoon Break**
- 4:00 pm - 4:10 pm **Kickstarter for Kids: What Kickstarter is Doing for Children's Lit and Children's Lit Publishers**  
Maris Kreizman, Publishing Community Manager, Kickstarter
- 4:15 pm - 4:40 pm **Personalization and the Story**  
Maia Haag, Co-Founder and President, i See Me! Inc.  
Dominique Raccach, CEO & Publisher, Sourcebooks
- 4:45 pm - 5:15 pm **Children's Book Report: A Wrap-Up Panel**  
Mike Shatzkin, Conference Council Chair, Founder & CEO, The Idea Logical Company

Lorraine Shanley, President, Market Partners International  
Suzanne Murphy, VP, Publisher, Disney Publishing Worldwide  
Barbara Marcus, President and Publishers, Children's Division, Penguin Random House

5:15 pm

**Closing Remarks**