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 Raccah, 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 Raccah, 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**