

TUESDAY, JAN. 26

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|-----------------|--|
| 7:30am-8:30am   | Registration Opens, Exhibits and Coffee  |
| 8:30am-8:45am   | Welcome Introduction with Mike Shatzkin, The Idea Logical Company  |
| 8:45am-9:30am   | Keynote: <i>Engaging Readers in the Digital Age</i> with Shiv Singh, 2009 Ad Age Media Maven and Global Social Media Lead for Razorfish—#dbwshiv |
| 9:30am-9:55am   | <i>Poetry Speaks: 90 Days In</i> with Dominique Raccach, Sourcebooks, Inc.—#dbwpoetry  |
| 10:10am-10:35am | <i>Google Editions: Books in the Cloud</i> with Amanda Edmonds, Google—#dbwgoogle  |
| 10:35am-11:00am | <i>Digital Book Piracy</i> with Brian Napack, Macmillan—#dbwpiracy   |
| 11:00am-11:25am | <i>The Cash Cow That Isn't Milked!</i> with Steve Walker, SBS Worldwide—#dbwsbs  |
| 11:25am-11:55am | Morning Break & Exhibits   |
| 11:55am-12:50pm | Lunch & Results of Verso Ad Network's 2009 Consumer Book Survey—#dbwverso  |

All AM general sessions will take place in the *Metropolitan Ballroom East*

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|---------------|--|---|--|---|
| 1:00pm-2:00pm | <p><b>Digital Tools: How the Sales and Marketing Process Is Changing, Moderator: Ted Hill, THA Consulting</b><br/><i>Empire Ballroom East</i></p> <p>Noah Genner, BookNet Canada; Amy Williams, Ingram Content Group; John Rubin, Above the Treeline, LLC; Susan Ruzsala, NetGalley #dbwtools</p>                | <p><b>Getting Comfortable in the Niches: Reports from Publishers Working Their Verticals, Moderator: Michael Cairns, Information Media Partners</b><br/><i>Empire Ballroom West</i></p> <p>Brent Lewis, Harlequin; Reid Tracy, Hay House, Inc.; Margo Baldwin, Chelsea Green Publishing; Rebecca Smart, Osprey Publishing #dbwniche</p> | <p><b>Back-Loaded Book Deals: No (and Low) Advance Contracts, Profit-Sharing and Other Innovative Business Models, Moderator: Lorraine Shanley, Market Partners International</b><br/><i>Metropolitan Ballroom East</i></p> <p>Robert Miller, HarperStudio; Roger Cooper, Perseus Vanguard; Mary Ann Naples, The Creative Culture; Ira Silverberg, Sterling Lord #dbwagents</p>  | <p><b>The Next Generation of eBooks with Sameer Shariff of Impelsys, Inc. and Scott Chambers of Sesame Workshop</b><br/>#dbwipublish<br/><i>Central Park West</i></p> |
| 2:15pm-3:15pm | <p><b>Optimizing eBooks: Cost Effective Enhancements, Updates, and Multimedia Options, Moderator: Laura Dawson, LJN Dawson</b><br/><i>Empire Ballroom East</i></p> <p>Josh Koppel, ScrollMotion; Andrew Malkin, Zinio; Brad Inman, Vook; Maja Thomas, Hachette Book Group; Eric Freese, Aptara #dbwoptimize</p>  | <p><b>Selling Direct to the Consumer: What are Best Practices for Publishers? Moderator: Ted Hill, THA Consulting</b><br/><i>Empire Ballroom West</i></p> <p>Rick Hunt, SharedBook; Sara Domville, F+W Media, Inc.; Mary Aarons, Quayside Publishing; Reid Tracy, Hay House, Inc. #dbwdtc</p>   | <p><b>Tomorrow's Book Contract: New Language and Provisions to Reflect New Conditions, Moderator: Richard Curtis, Richard Curtis Associates, Inc.</b><br/><i>Metropolitan Ballroom East</i></p> <p>Miriam Kriss, Irene Goodman Agency; Simon Lipskar, Writer's House; John Schline, Penguin Group USA; Devereux Chatillon, Sonnenschein Nath &amp; Rosenthal, LLP #dbwagents</p> | <p><b>New Ways for Old Ideas: An Innovative Approach to IT Co-Sourcing with Kamalpreet Virdi of Aequor</b><br/>#dbwaequor<br/><i>Central Park West</i></p>            |
| 3:15pm-3:45pm | Afternoon Break & Exhibits   |   |  |   |
| 3:45pm-4:45pm | <p><b>Synergizing the Book and Web: Books Plus In the 21st Century, Moderator: Lorraine Shanley, Market Partners International</b><br/><i>Empire Ballroom West</i></p> <p>Will Schwalbe, Cookstr; Lisa Holton, Fourth Story Media; Hillel Cooperman, Jackson Fish Market; Alison Norrington, Author #dbwplus</p> | <p><b>New Business Models: Changing the Commercial Rules of Publishing, Moderator: Don Linn, Linn &amp; Company LLC</b><br/><i>Empire Ballroom East</i></p> <p>Richard Nash, Richard Nash Group; Eoin Purcell, Green Lamp Media; Chris Morrow, Northshire Books; Angela James, Carina Press #dbwnewbiz</p>                              | <p><b>The Changing Agent-Author Relationship: How It Will Affect the Business Model, Moderator: Sara Nelson, Oprah's Book Club</b><br/><i>Metropolitan Ballroom East</i></p> <p>Gail Hochman, Brandt &amp; Hochman Literary; Brian DeFiore, DeFiore and Company; Scott Waxman, Waxman Literary Agency; Wendy Keller, Keller Media, Inc. #dbwagents</p>                           | <p><b>Winning and Retaining Customers with Richard Caccappolo of ORCA</b><br/>#dbwgaming<br/><i>Central Park West</i></p>   |
| 5:00pm-6:00pm | Cocktail Reception   |   |  |   |

\*Schedule and presenters subject to change

# WEDNESDAY, JAN. 27

|                 |   |
|-----------------|---|
| 7:30am-8:30am   | Exhibits and Coffee ( <i>Coffee Sponsored by Applied Info Group</i> )   |
| 8:30am-8:45am   | Welcome Introduction with Mike Shatzkin, The Idea Logical Company   |
| 8:45am-9:05am   | <i>Today's eBook Consumer: A Look at First-Round Data from BISG's On-Going Survey of Consumer Attitudes Toward eBook Reading</i> with Angela Bole, BISG and Kelly Gallagher, RR Bowker—#dbwbisg                                 |
| 9:05am-9:25am   | <i>Ellora's Cave: A Conversation With Raelene Gorfinsky</i> , with Raelene Gorfinsky and Mike Shatzkin—#dbwellora   |
| 9:25am-9:45am   | <i>Getting Past "Good Enough" eBooks</i> with Liza Daly, Threepress Consulting, Inc.—#dbwebooks   |
| 9:45am-10:05am  | <i>Leveling the Production Playing Field</i> with Samir Kakar, Aptara—#dbwaptara  |
| 10:15am-11:15am | Panel: <i>eBook Tipping Point—The New Issues It Creates</i> with Michael Cader, Publishers Lunch; Larry Kirshbaum, LJK Literary Movement; Ken Brooks, Cengage Learning and Evan Schnittman, Oxford University Press—#dbwtipping |
| 11:15am-12:00pm | Morning Break & Exhibits  |
| 12:00pm-1:00pm  | Lunch and Baker & Taylor BLIO eReader Presentation—#dbwblio   |

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|---------------|---|--|--|---|
| 1:00pm-2:00pm | <p><b>eBook Pricing: What They Should Cost, and Why</b>, Moderator: Laura Dawson, LJN Dawson<br/><i>Metropolitan Ballroom East</i><br/>Tim McCall, Penguin Group USA; Michael Tamblin, Kobo; Kassia Krozser, Booksquare; Ginger Clark, Curtis Brown Ltd. #dbwprice</p>  | <p><b>How Publishers Can Build Their Own Communities: Using Social Media Tools</b>, Moderator: Charlotte Abbott<br/><i>Empire Ballroom East</i><br/>Guy Gonzalez, F+W Media, Inc.; Jesse McDougall, Catalyst Webworks; Pablo Defendini, Tor; Jennifer Hart, HarperCollins #dbwsocial</p>   | <p><b>Teach Them to Fish: Empowering Authors to Market Themselves</b>, Moderator: Michael Cairns, Information Media Partners<br/><i>Empire Ballroom West</i><br/>Peter Clifton, FiledBy; Christina Katz, Author; Matt Schwartz, RandomHouse; Cecilia Tan, Cirlet Press #dbwplatform</p>  | <p><i>Three Technologies You Need to Know for Digital Publishing with Michael McGinniss of HarperCollins and Todd Eckler of North Plains Systems</i><br/>#dbwnps<br/><i>Central Park West</i></p> |
| 2:00pm-2:30pm | Afternoon Break & Exhibits  |  |  |   |
| 2:30pm-3:30pm | <p><b>eBook Challenges: Competing with Free and Getting the Timing Right</b>, Moderator: Brian O'Leary, Magellan Media Partners<br/><i>Metropolitan Ballroom East</i><br/>Mindy Stockfield, Hyperion; Robert Gottlieb, Trident Media Group; Steve Ross, formerly of HarperCollins; Michael Tamblin, Kobo #dbwfree</p>         | <p><b>Fundamentals of an Email List Management Strategy: Capturing and Utilizing Today's Most Cost-Effective Asset</b>, Moderator: Don Linn, Linn &amp; Company LLC<br/><i>Empire Ballroom East</i><br/>Eleanor Elliott, Harlequin; Rachel Chou, Open Road Integrated Media; Mitch Rubin, Applied Info Group; Chad Phelps, F+W Media, Inc. #dbwemail</p> | <p><b>The New Farm System: Scouting Blogs and Self-Publishers for Commercial Books</b>, Moderator: Victoria Sutherland, ForeWord Magazine<br/><i>Empire Ballroom West</i><br/>Patrick Mulligan, Gotham; Sulay Hernandez, Simon &amp; Schuster; Kate Lee, ICM; Byrd Leavell, Waxman Literary Agency #dbwselfpub</p>   |   |
| 3:45pm-4:45pm | <p><b>Getting on the Virtual Shelves: Untangling and Understanding the eBook Supply Chain</b>, Moderator: Mark Coker, Smashwords<br/><i>Metropolitan Ballroom East</i><br/>Peter Balis, John Wiley and Sons; Neil De Young, Hachette Book Group; Leslie Hulse, HarperCollins; Andrew Weinstein, Ingram Digital #dbwdistro</p> | <p><b>Get Noticed! How to Earn Attention for Every Book</b>, Moderator: Kate Rados, Chelsea Green Publishing<br/><i>Empire Ballroom East</i><br/>Peter Costanzo, Perseus Books Group; Debbie Stier, HarperStudio; Yen Cheong, Viking and Penguin Books; Ryan Chapman, Farrar, Straus and Giroux #dbwpr</p>   | <p><b>Digital Content and Marketing for the Born Digital Generation: What Juvie and Young Adult Publishers are Doing in the New Marketplace</b><br/>Moderator: Dan Weiss, Macmillan<br/><i>Empire Ballroom West</i><br/>Diane Naughton, HarperCollins Children's Books; Justin Chanda, Simon &amp; Schuster; Holly Root, Waxman Literary Agency; Suzanne Murphy, Scholastic #dbwya</p> |   |
| 5:00pm-5:30pm | <p><i>The Future of Publishing is Bright</i> with Guy LeCharles Gonzalez, Digital Book World-<i>Metropolitan Ballroom East</i>—#dbwfuture</p>   |  |  |   |

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