

TUESDAY, JAN. 26

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
9:30am-9:55am	<i>Poetry Speaks: 90 Days In</i> with Dominique Raccah, Sourcebooks, Inc.
10:10am-10:35am	<i>Google Editions: Books in the Cloud</i> with Amanda Edmonds, Google
10:35am-11:00am	<i>Digital Book Piracy</i> with Brian Napack, Macmillan
11:00am-11:25am	<i>The Cash Cow That Isn't Milked!</i> with Steve Walker, SBS Worldwide
11:25am-11:55am	Morning Break & Exhibits
11:55am-12:50pm	Lunch & Results of Verso Ad Network's 2009 Consumer Book Survey

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

1:00pm-2:00pm	<p><b>Digital Tools: How the Sales and Marketing Process Is Changing</b>, Moderator: Ted Hill, THA Consulting <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</p>	<p><b>Getting Comfortable in the Niches: Reports from Publishers Working Their Verticals</b>, Moderator: Michael Cairns, Information Media Partners <i>Empire Ballroom West</i></p> <p>Brent Lewis, Harlequin; Reid Tracy, Hay House, Inc.; Margo Baldwin, Chelsea Green Publishing; Rebecca Smart, Osprey Publishing</p>	<p><b>Back-Loaded Book Deals: No (and Low) Advance Contracts, Profit-Sharing and Other Innovative Business Models</b>, Moderator: Lorraine Shanley, Market Partners International <i>Metropolitan Ballroom East</i></p> <p>Robert Miller, HarperStudio; Roger Cooper, Perseus Vanguard; Mary Ann Naples, The Creative Culture; Ira Silverberg, Sterling Lord</p>	<p><i>The Next Generation of eBooks</i> with Sameer Shariff of Impelsys, Inc. and Scott Chambers of Sesame Workshop  <i>Central Park West</i></p>
2:15pm-3:15pm	<p><b>Optimizing eBooks: Cost Effective Enhancements, Updates, and Multimedia Options</b>, Moderator: Laura Dawson, LJN Dawson <i>Empire Ballroom East</i></p> <p>Josh Koppel, ScrollMotion; Andrew Malkin, Zinio; Brad Inman, Vook; Maja Thomas, Hachette Book Group; Eric Freese, Aptara</p>	<p><b>Selling Direct to the Consumer: What are Best Practices for Publishers?</b> Moderator: Ted Hill, THA Consulting <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.</p>	<p><b>Tomorrow's Book Contract: New Language and Provisions to Reflect New Conditions</b>, Moderator: Richard Curtis, Richard Curtis Associates, Inc. <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</p>	<p><i>New Ways for Old Ideas: An Innovative Approach to IT Co-Sourcing</i> with Kamalpreet Virdi of Aequor  <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</b>, Moderator: Lorraine Shanley, Market Partners International <i>Empire Ballroom West</i></p> <p>Will Schwalbe, Cookstr; Lisa Holton, Fourth Story Media; Hillel Cooperman, Jackson Fish Market; Alison Norrington, Author</p>	<p><b>New Business Models: Changing the Commercial Rules of Publishing</b>, Moderator: Don Linn, Linn &amp; Company LLC <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</p>	<p><b>The Changing Agent-Author Relationship: How It Will Affect the Business Model</b>, Moderator: Sara Nelson, Oprah's Book Club <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.</p>	<p><i>Winning and Retaining Customers</i> with Richard Caccappolo of ORCA  <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
9:05am-9:25am	<i>Ellora's Cave: A Conversation With Raelene Gorlinsky</i> , with Raelene Gorlinsky and Mike Shatzkin
9:25am-9:45am	<i>Getting Past "Good Enough" eBooks</i> with Liza Daly, Threepress Consulting, Inc.
9:45am-10:05am	<i>Leveling the Production Playing Field</i> with Samir Kakar, Aptara
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
11:15am-12:00pm	Morning Break & Exhibits
12:00pm-1:00pm	Lunch and Baker & Taylor BLIO eReader Presentation

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

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

\*Schedule and presenters subject to change