

PUBLISHING BUSINESS Virtual Conference & Expo

October 29, 2009 | 10:00 a.m. — 5:30 p.m. ET

Digital Content Day @ Your Desk AGENDA

Agenda As of 10/15/09, subject to change

Time	Session	Speaker(s)
10:00 – 10:30 a.m.	Conference opening, orientation, profile building	N/A
10:30 – 11:15 a.m.	Special Keynote Interview – “Born Digital”	Jane Friedman, CEO, OpenRoad Integrated Media LLC and former CEO, HarperCollins Publishers Worldwide, will be interviewed by Book Business Editor-in-Chief Noelle Skodzinski
11:30 – 12:00 p.m.	Live e-chat – Join Noelle Skodzinski, Editor-in-Chief of Book Business in the Networking Lounge for an e-chat with Special Guest.	Sriram Peruvemba, Vice President, Marketing, E Ink Corp.
11:30 a.m.	On-Demand Presentations Available On-demand webinar – Social Media Strategies That Sell Books On-demand webinar – The Impact of Piracy and the Value of DRM: Developing Effective Strategies	Jesse McDougall, Web Editor, Chelsea Green ; Erik Qualman, Author, Socialnomics ; Karen Strauss, President, Strauss Consultants
		Brian O’Leary, President, Magellan Media ; Andrew Saviakas, Vice President of Digital Initiatives, O’Reilly Media ; Sanford Bingham, President, FileOpen Systems Inc.
12:15 – 12:45 p.m.	Coffee Break in the Exhibit Hall SPONSORED BY: Lightning Source	(First 100 attendees who enter will receive a \$5 Dunkin’ Donuts Gift Card!)
12:30 p.m.	The Future of Book Manufacturing: The digital challenge to traditional book manufacturing and distribution models PRESENTED BY: Océ North America	Duncan Newton, Manager/Client Development, Océ North America
12:45 – 1:15 p.m.	EPUB Update: A Q&A in the Networking Lounge	Garth Conboy, President and Founder, eBook Technologies and serves on the IDPF Board of Directors
1:30 – 2:30 p.m.	Live webinar – A Practical Model for Profiting From Print-On-Demand SPONSORED BY: Total Printing Systems	Gigi Brienza, Vice President of Editing, Design, Production & Manufacturing, and Director, Stock Planning, Oxford University Press
2:30 – 3:00 p.m.	Ice Cream Break in the Exhibit Hall	(First 100 attendees who enter will receive a coupon for a FREE Pint of Baskin Robbins Ice Cream!)
3:00 – 3:45 p.m.	Live Audio Chat – The Book Rights Registry Revealed: A Q&A	Michael Healy, Executive Director, Book Rights Registry ; Andrew Brenneman, Founder, Finitiv Corp.
4:00 – 4:45 p.m.	Keynote Panel – The Ongoing Debate: E-Book Pricing Strategies	Peter Balis, Director of Digital Content Sales, John Wiley & Sons ; Peter Olson, Senior Lecturer of Business Administration, Strategy Unit, Harvard Business School , and former Random House CEO ; Cynthia Cleto, Global Manager of E-books, Springer Science + Business Media



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