

MARKETING + PUBLISHING SERVICES CONFERENCE & EXPO

A DIGITAL BOOK WORLD/PUBLISHERS LAUNCH EVENT

SEPTEMBER 26, 2013
METROPOLITAN PAVILION IN NEW YORK CITY



Publisherslaunch
CONFERENCES

Thursday, September 26th, 2013

8:30 am - 9:00 am

9:00 am - 9:45 am

9:45 am - 11:00 am

11:30 am - 11:50 am

11:50 am - 12:00 pm

12:00 pm - 12:45 pm

Deconstructing the Editorial and Production Workflow

Bill Kasdorf (Moderator), Vice President, Content Solutions, Apex CoVantage

Making Better Books—and Making Books Better

Bill Kasdorf (Moderator), Vice President, Content Solutions, Apex CoVantage

Ken Brooks, Senior Vice President, Global Supply Chain Management, McGraw Hill

David Wilk, Booktrix

Michael Gaudet, Digital Production/Sr. Digital Production Manager, Hachette Book Group

Robert Edington, VP, Content Design + Operations, HarperCollins Christian Publishing

Editorial & Production: Managing Your Creative Development and Digital Assets Speed-Dating

Bill Kasdorf (Moderator), Vice President, Content Solutions, Apex CoVantage

Jean Kaplansky, Solutions Architect, Aptara

Rodney Elder, Vice President of Commercial Operations, Virtusales

Ken Brooks, Senior Vice President, Global Supply Chain Management, McGraw Hill

David Wilk, Booktrix

Ash Bagdy, VP - Outsourcing Services (ePublishing), Cameo Corporate Services Ltd

Michael Gaudet, Digital Production/Sr. Digital Production Manager, Hachette Book Group

Finding Your Best Strategy for Digital Asset Distribution

Ted Hill (Moderator), President, THA Consulting

Maximizing Sales Through Effective Digital Channel Management

Mary Dolan, Director of Sales, Harvard Business Review Press

Keeping Up and Getting Ahead: Emerging Best Practices for Digital Operations

Ted Hill (Moderator), President, THA Consulting

Steve Kasdin, Director of Digital Strategy, Curtis Brown

Michael McGinnis, SVP of Digital Technology Services, HarperCollins Publishers

Andrea Fleck-Nisbet, Executive Director, Digital Publishing, Workman Publishing

12:45 pm - 2:00 pm

Mary Dolan, Director of Sales, Harvard Business Review Press

Digital Asset Distribution Speed-Dating

Ted Hill (Moderator), President, THA Consulting

Marcus Woodburn, Vice President, Digital Products, Ingram Content Group

Rob Reynolds, Director, MBS Direct Digital

Matt Harris, Director of Business Development, LibreDigital

Mary Dolan, Director of Sales, Harvard Business Review Press

Steve Kasdin, Director of Digital Strategy, Curtis Brown

Michael McGinnis, SVP of Digital Technology Services, HarperCollins Publishers

Andrea Fleck-Nisbet, Executive Director, Digital Publishing, Workman Publishing

Jack Perry, Owner, 38enso Inc.

David Wilk, Booktrix

2:30 pm - 2:50 pm

Rights & Royalties in the 21st Century

Ashley Mabbitt (Moderator), Assistant Director, Global Rights, John Wiley and Sons

2:50 pm - 3:05 pm

What Makes a Good Permissions Operation

Ken Brooks, Senior Vice President, Global Supply Chain Management, McGraw Hill

3:05 pm - 3:45 pm

Developing a Rights Department for the Digital Age

Ashley Mabbitt (Moderator), Assistant Director, Global Rights, John Wiley and Sons

Becky Hemperly, VP, Contracts, Rights & Royalties, Candlewick Press

Julie Trelstad, Director, Digital Rights, Writers House

John Rodzvilla, Senior-Electronic-Publisher in Residence, Emerson College

Bill Smith, Director, Domestic Rights / Director, Digital Partner Development, The Perseus Books Group / Constellation Digital Services

3:45 pm - 5:00 pm

Rights & Royalties Management Speed-Dating

Ashley Mabbitt (Moderator), Assistant Director, Global Rights, John Wiley and Sons

James Hill, VP Sales and Marketing, Firstsource Solutions, Inc.

Rodney Elder, Vice President of Commercial Operations, Virtusales

Bill Smith, Director, Domestic Rights / Director, Digital Partner Development, The Perseus Books Group / Constellation Digital Services

Ken Brooks, Senior Vice President, Global Supply Chain Management, McGraw Hill

John Rodzvilla, Senior-Electronic-Publisher in Residence, Emerson College

Leslie Norris Hendrickson, Account Manager, Copyright Clearance Center

Julie Trelstad, Director, Digital Rights, Writers House

Becky Hemperly, VP, Contracts, Rights & Royalties, Candlewick Press