

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 - 8:40 am

8:40 am - 9:10 am

9:10 am - 10:00 am

10:00 am - 10:30 am

10:30 am - 10:50 am

10:50 am - 11:10 am

11:10 am - 12:00 pm

Introduction

Agile Marketing: How Data, Research and Analysis Can Help You Build Lasting Relationships with Readers

Peter McCarthy, Founder, McCarthy Digital

Book Marketing in the 21st Century: Defining and Refining a Modern Book Marketing Strategy

Peter McCarthy, Founder, McCarthy Digital

Rick Joyce, Chief Marketing Officer, The Perseus Books Group

Jeff Dodes, Executive Vice President, Marketing & Digital Media Strategy, St. Martin's Press

Jim Hanas, Director of Audience Development, HarperCollins Publishers

Matt Litts, Director of Marketing, Smithsonian Books

Morning Exhibit Break

Who Are You and What Do You Want? Using Demographic, Psychographic, and Behavioral Data to Learn About Your Readers

Murray Izenwasser, Co-Managing Partner/Strategy Practice Lead, Biztegra

Making Meaningful Reader Connections: Defining, Building, and Using Your Known Customer Databases

Suzie Sisoler, Senior Director of Consumer Engagement, Penguin Group (USA), A division of Penguin Random House

What Matters, What Doesn't, and How to Know the Difference

Rachel Chou, Chief Marketing Officer, Open Road Integrated Media

Kristin Fassler, Director of Marketing, Penguin Random House

	Brad Parsons, Director of Culinary Marketing, Houghton Mifflin Harcourt Mike Shatzkin, Founder & CEO, The Idea Logical Company Peter McCarthy, Founder, McCarthy Digital
12:00 pm - 1:30 pm	Lunch + Exhibits
1:30 pm - 1:50 pm	Data-Driven Marketing and the Delicate Balance Between People and Machines David Boyle, SVP of Consumer Insight, HarperCollins Publishers
1:50 pm - 3:30 pm	Learn from the Experts Speed-Dating Peter McCarthy, Founder, McCarthy Digital Penny C. Sansevieri, Founder and CEO, Author Marketing Experts, Inc. Murray Izenwasser, Co-Managing Partner/Strategy Practice Lead, Biztegra Mike Shatzkin, Founder & CEO, The Idea Logical Company Laura Dail, Founder/Literary Agent, Laura Dail Literary Agency Allison Devlin, Vice President, Director of Marketing, Running Press Book Publishers Kristin Fassler, Director of Marketing, Penguin Random House
3:30 pm - 3:50 pm	Rinse and Repeat: Measure, Analyze, and Optimize—an Iterative Approach to Realizing Your Marketing ROI Erica Curtis, Director, Marketing Analytics, Penguin Random House
3:50 pm - 4:25 pm	There's No "I" in "Team": How Publisher Stakeholders, Independent Publicists, Agents, and Authors Can Cooperate to Sell More Books Laura Dail, Founder/Literary Agent, Laura Dail Literary Agency Penny C. Sansevieri, Founder and CEO, Author Marketing Experts, Inc. Miriam Parker, Online Marketing Director, Little, Brown and Company Brenda Copeland, Executive Editor, St. Martin's Press
4:25 pm - 5:00 pm	How the digital evolution changes the concepts of time, timing, and budgeting Valerie Pierce, Marketing Manager, Sourcebooks Allison Devlin, Vice President, Director of Marketing, Running Press Book Publishers Peter McCarthy, Founder, McCarthy Digital Mike Shatzkin, Founder & CEO, The Idea Logical Company
5:00 pm	Closing Remarks