

JANUARY 13-15, 2015 • NYC

DIGITAL BOOK WORLD

CONFERENCE + EXPO

Tuesday, January 13

9:00 am - 12:00 pm

Creating Metadata that Works

Renée Register,
Author/Instructor, The
Essential Guide to Metadata
for Books/Digital Book World
University

Finding and Building an Audience: On Discovery and Discoverability 2015

Andrew Rhomberg, Founder,
Jellybooks.com

What Authors Want and How Publishers Can Adapt: Deep Dive Into New Author Data and Workshop on What Publishers Can Do

Dana Beth Weinberg, Ph.D.,
Professor of Sociology and
Director of the MA in Data
Analytics & Applied Social
Research, Queens College -
CUNY

Common Core and Copyright: The Promise & The Problems

Jay Diskey, Executive Director, Association of American
Publishers' PreK-12 Learning Group
Meredith Liben, Director of Literacy and English Language
Arts, Student Achievement Partners
Cathy Ferrara, Director, Mobile Solutions, Scholastic
Education
David Rust, Senior Publishing Executive, Sandhill Consulting
Group, LLC
Ramez Mikdashi, Manager and Head of Content
Partnerships, Amplify Learning
Andrew Campana, Business Development Manager,
Copyright Clearance Center

2:00 pm - 5:00 pm

Data, Analytics and Algorithms in Publishing

Andrew Rhomberg, Founder,
Jellybooks.com
Peter McCarthy, Co-founder
and Chief Creative Officer,
The Logical Marketing Agency
Jaimee Callaway, Digital
Marketing Director, Perseus

Kobo: Optimizing English Language Content Sales Internationally

Nathan Maharaj, Director of
Merchandising, Kobo
Patricia Simoes, Senior
Manager of Publisher
Operations, Kobo

The Least of These: Handling the Less-Talked-About Parts of an eBook

Joshua Tallent, Chief eBook
Architect, Firebrand
Technologies
Dave Ream, Chief Consultant,
Leverage Technologies

Mobile Strategies for Digital Publishing: Putting Your Plan into Action

Thad McIlroy, President, The
Future of Publishing, Inc.

Books Group
Susan Ruzala, President,
NetGalley
Josh Brody, CEO, Vook
Allison Horton, Marketing
Associate, Vook