**Children’s Book Publishing, Trends, Strategies and Tactics at Digital Book World**

The children's book category is constantly evolving as publishers vie for eyes and dollars from a discerning and increasingly voracious technology user. To help publishers succeed in this lucrative market, Digital Book World and Publishers Launch Conferences have partnered to offer targeted programming at the [**Digital Book World Conference + Expo 2013**](http://click.digitalbookworld-hub.com/?qs=2162dfe2b79da75277ac51e26202b100cdc2afc7c752dbed68676933d2c05b44), January 15th - 17th in New York City. Children's Publishing Goes Digital, an exclusive full-day conference track dedicated to children's publishing is designed to help professionals develop category-specific marketing insights and the tools to deliver an engaging reader experience on a variety of platforms.

**Children’s Publishing Goes Digital** will be devoted to the key issues facing children's book publishers in today's digital transition. Presented by Publishers Launch Conferences, it will take place Tuesday, January 15, 2013 at the McGraw Hill Auditorium in New York City. Top executives and innovators will discuss the future of the children's book publishing business. New digital products from long-standing publishers like Scholastic and Disney, and new opportunities with Reading Rainbow and NOOK Kids will be presented. Educational publishers and technology developers will share how they are opening up new markets for trade publishers. Plus, there will be a discussion on the latest in digital marketing innovation from Open Road Integrated Media, Simon & Schuster and more.

Publishing professionals can further immerse themselves in children’s publishing-themed programming with a deal that combines Children’s Publishing Goes Digital with a one-day pass for Wednesday, January 16th to the Digital Book World Conference+ Expo. Digital Book World offers a high level view of the digital publishing scene with breakout sessions addressing hot topics such as increasing discoverability, digital workflow, and new platforms and opportunities in children’s books. Highlights include:

**Kids’ Books by the Numbers: New Data and Research on the Children’s Book Market**
with Kristen McLean, Founder & CEO**,** Bookigee.com. Hear the latest data on the children’s book market and what it means to your business.

**Gamification of Children’s Books with Eric Huang, Publishing Director, Penguin** A panel of publishers and a gaming expert will discuss how gamifying books helps them be better digital products, plus whether and how, publishers can acquire or engage the skills necessary to execute on the opportunity.

**Children’s Content in Context: Building Platforms That Keep Kids Coming Back for More** brings Deborah Forte, President Scholastic Media and Asra Racheed, CEO, RR Kidz together to share the multiplicity of things people want a platform to do for kids’ books and how they are likely to have a stronghold on their audiences. Independent publishers need to get their books on these platforms to reach their audiences.

More details may be found on Digital Book World, an F+W Media event, online at [**www.conference.DigitalBookWorld.com**](http://www.conference.digitalbookworld.com/)**.** Early discounted registration for this event has been extended to November 16th. Special group rates are also available for companies bringing 3 or more people to the event.

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About F+W Media, Inc.

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