

FOR IMMEDIATE RELEASE  
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**BOOKEXPO AMERICA REVEALS  
“DAWN OF COLLABORATIVE PUBLISHING”  
CONFERENCE TRACK**

**BEA’s Most Ambitious and Comprehensive Digital Program to Date**

***“It’s a Book Publishing Conference About Technology, Not a Technology Conference About Publishing!”***

Norwalk, CT, May 1, 2008: BookExpo America convention officials have today announced details of a conference program which they note is unprecedented in scope and magnitude. Specifically, a conference track devoted to digital technology, and entitled *The Dawn of Collaborative Publishing*, will offer 30 sessions and feature over 30 top industry professionals discussing a range of issues of immediate concern to publishers and book industry professionals alike. “Never has there been an educational program in *any* venue, let alone BEA, that offers so much for so little,” notes Lance Fensterman, Vice President and Show Manager for BEA. “The quality of this conference track is unparalleled; to be honest, I’m simply not aware of any other one-day programs that can deliver this level of substantive content specifically for book publishers.”

BEA’s educational programming, which is included in the cost of a badge for all attendees and costs only \$49 for exhibitors, provides entrance to over 125 sessions through the course of the weekend. BEA takes place May 29 – June 1 at the Los Angeles Convention Center. *The Dawn of Collaborative Publishing* will take place on Thursday, May 29.

BEA’s Director of Education, Mark Dressler, notes: “The thing that truly sets this program apart, aside from its notable participants, is that this is a book publishing conference about technology, not a technology conference about publishing. At BEA we are all about books and publishing and so I like to think that we are creating a program that works from the inside out, rather than the outside in! I truly believe that we have put together a conference track that is unique in scope and focus, and will be enormously beneficial to a range of publishing executives and staff.”

A few of the industry change-makers who will be participating in *The Dawn of Collaborative Publishing* include:

- Clay Shirky, consultant, NYU adjunct professor and author, *Here Comes Everybody: The Power of Organizing Without Organizations*
- Bill Tancer, GM – Global Research, Hitwise and author, *CLICK: What Millions of People are Doing Online and Why it Matters*
- David Pakman, CEO, eMusic
- Jeff Howe, contributing editor, Wired magazine, author, *Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business*
- Mike Shatzkin, Founder & CEO, The Idea Logical Company, Inc.
- Caroline Vanderlip, CEO, SharedBook, Inc.
- Michael Forney, President, netGalley
- Chris McKenney, Chief Content Officer, Mobifusion
- Susan Danziger, President & Publisher, DailyLit
- Brian O’Leary, Founder, Magellan Media Consulting Partners
- Eric Butow and Kathy Taylor, authors, *How to Succeed in Business Using LinkedIn: Making Connections and Capturing Opportunities on the World’s #1 Business Networking Site*
- Craig Miller, Vice President, LibreDigital
- Kent Freeman, Chief Technology Officer, Ingram Digital
- Ken Brooks, SVP, Global Production and Manufacturing Services, Cengage Learning
- Clifford Guren, Sr. Director of Publisher Evangelism, Live Search Books
- Robin Goldberg, SVP-Marketing & Biz Dev, Blurb
- Phillip Torrone, Sr. Editor, Make Magazine

Some of the specific programs and topics to be covered by these professionals include:

- *Here Comes Everybody: So, What Should We Do Next?*
- *How Much is That Web Site Worth? Considerations for Buying Specialized Content & Targeting Niche Audiences*
- *Digital Bundling: Considerations, Combinations & Costs*
- *The Website Traffic Wake-up Call: Amplifying Your Online Competitive Intelligence*
- *Crowdsourcing: How the Power of the Crowd Will Drive the Future of Publishing*
- *Scaling the New Economies: In Search of Book Publishing’s 2.0 Business Model*
- *RIP DRM: How Publishers Should Adapt to New Digital Channels*
- *Digital Custom Publishing Strategies that Actually Create New Revenues*
- *Strategies for New Publicity Opportunities in an Expanding Media Universe*
- *Making the Digital Conversion: How to Enlist and Engage Your Entire House in the Process*
- *Publisher Paradigms for the Emerging Generation of Mobile Content Consumers*
- *Teaching Some Old Publishing Dogs Some New Digital Tricks: Lessons from Third-Party Vendors Who Would Change Our Business*
- *How to Succeed in Publishing Using LinkedIn*
- *Using Video to Advance Sales of Non-fiction Titles*
- *The Emergence of Book Rental Models: What Publishers Should Know*

For complete information on BEA conference programming, including a schedule of all events and activities, visit the website at [www.bookexpoamerica.com](http://www.bookexpoamerica.com).

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