Two-Day Concentrated Program
Studies in Digital Strategy
September 20–21, 2012
Can two days change the way you think about digital books? The Advanced Publishing Institute (API) at The NYU School of Continuing and Professional Studies will help you go back to school to learn about the future as you engage in informative classroom discussion and work in our state-of-the-art computer labs, practicing what all those other conferences preach. We offer hands-on, practical course content that is taught by experienced Center for Publishing faculty members and other leading media executives. Immerse yourself in Digital Publishing. Meet and mingle with industry peers. Master new skills and get ready for what’s next in digital books.

An elite, concentrated, two-day program with limited enrollment of no more than 100 mid- to senior-level publishing professionals. Key topics include business strategies, change management, and practical case studies. Focus on classroom-based learning, including:

- Strategy sessions on workflow, discoverability, and good (and bad) metadata
- Understanding optimum pathways for marketing and sales data analysis
- Navigating the new world of digital rights and permissions
- Learning what booksellers need from editors, marketers, and everyone else on the publishing team
- Hands-on laboratory time practicing key digital functions including web analytics, social media, and EPUB production
- Networking opportunities at lunchtime, breaks, and post-session reception
- Case studies of successful digital book campaigns

Join us for this two-day program to advance your career and to increase the breadth and depth of your digital knowledge. Learn from leading publishing executives who also are experienced teachers at the renowned NYU-SCPS Center for Publishing. Classroom space is limited, so please sign up at your earliest convenience.

Registration Rate (including box lunches and closing reception): $1,000

DON’T JUST BE SMART—MAKE SMARTER DECISIONS.

The NYU-SCPS Advanced Publishing Institute (API)
STUDIES IN DIGITAL BOOK STRATEGY
September 20-21, 2012

For more information and to register, visit http://scps.nyu.edu/advancedpublishinginstitute
Thursday, September 20

9–9.45 a.m. Welcome by NYU-SCPS Center for Publishing Director Andrea Chambers and Keynote Opening Address

J.P. Eggers, assistant professor of Management and Organization, New York University Stern School of Business, will address business strategy and the importance of management and leadership during times of technological upheaval. Topics include: originating and leading change, anticipating and embracing disruptive forces through scenario planning, and looking at experimentation and failure as important strategic elements of running a publishing company.

9.45–11.15 a.m. New Developments in Enriched Content Distribution

Peter Balis, director of Digital Business Development, John Wiley & Sons, and Carolyn Pittis, senior vice president of Publishing Transformation, HarperCollins, will delve deeply into new models for structuring your e-business, thinking about the key issues facing the industry now, and reviewing case studies of successful digital business plans and innovations.

11.15–11.45 a.m. Break

11.45 a.m.–1.15 p.m. Formats and Functionality: Using Technology for Publishing Problem-Solving


1.15–2.15 p.m. Lunch

2.15–3.15 p.m. Sales 2013: From the Booksellers’ Perspective: What They Need From YOU

Michael Selleck, executive vice president, Sales and Marketing, Simon & Schuster, will moderate this panel of booksellers. Panelists will provide an inside report on how in-house editors and marketers can best help them sell books and how booksellers can best support the in-house team.

3.30–5 p.m. Lab-Based Sessions (Choose one for Thursday and one for Friday)

Intro to EPUB Production

Dave Cramer, content workflow specialist, Hachette Book Group, will provide an overview of the structure of EPUB and Mobi files, as well as how to use enhanced content in EPUB in this lab-based session. Participants will have an opportunity to create an EPUB file using their own self-generated content, and will understand the major challenges facing e-book production teams.

Web Analytics

Dan Blank, found, WeGrowMedia.com, will introduce key analytics tools (such as ComScore, Omniture, Nielsen Analytics, and Google Analytics) and will provide an understanding of successful traffic-building partnerships and the effective utilization of SEO and content marketing. A hands-on practice lesson will emphasize methods of testing user behavior and employing data to adjust strategy.

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Ana Maria Alessi is Vice President and Publisher of HarperMedia, a division she created and implemented for HarperCollins. HarperMedia includes HarperAudio, HarperChildren's Audio, Caedmon, and HarperCollins e-books imprints. She also designed, built, and staffed the Harper Video Studio. She is the primary point person for Harper trade and HarperChildren's employees for all digital publishing matters. Previously she was a Senior Editor and Associate Publisher at HarperAudio.

Matthew Baldacci joined St. Martin's Press in 1998, and is currently Vice President and Associate Publisher. He is responsible for hardcover marketing strategy, tactics, and operations, and oversees the creative services organization. Matt also sits on the acquisitions board, and is the chief liaison to the Macmillan sales organization for SMP hardcovers. His 20 years of experience marketing adult and children's books has included roles at DK Publishing and Simon & Schuster.

Peter Balis is Director of Digital Business Development for John Wiley & Sons where he is responsible for the management of electronic sales and distribution including projects related to e-books, POD, mobile applications, and global business development. Previously, he was Director of Online Sales for John Wiley & Sons and before that National Account Manager.

Dave Cramer is a Content Workflow Specialist at Hatchette Book Group, where he develops standards, workflows, and tools for both print and e-book production. He began his e-book career in 2001 while working at Stratford (now Jouve/TexTech) and moved on to XPL-based automated typesetting systems. He is an active member of the IDPF EPUB 3 working group and is co-editor of the specification on fixed-layout e-books.

J.P. Eggers is an Assistant Professor of Management & Organization at NYU's Stern School of Business, and joined Stern in 2008. His major research interests involve strategic decision making and industry evolution. He focuses on such topics as technological disruption, organizational learning and adaptation, and the process of decision making within firms. Prior to embarking on an academic career, Eggers was a strategy consultant, working with clients on strategies for new product introductions, turnarounds, technology planning, obsolescence and overall business planning.

Steve Ethridge is Chief Content Officer at Pressethic, where he has been since 2008. He is a veteran of the book industry having spent 27 years in publishing in roles ranging from editorial to sales and marketing. He also spent three years providing marketing services to publishers as an independent consultant.

Peter Hildick-Smith is Founder and CEO of Codex Group LLC which tracks and forecasts digital book trends working with clients on strategies for new product introductions, turnarounds, technology planning, ebusiness and change management.

Carolyn Pittis is Senior Vice President of Publishing Transformation of HarperCollins Publishers Worldwide. In this role, she is responsible for leading an internal effort working with publishing teams to develop new editorial and marketing capabilities. In her 21 years at HarperCollins, Pittis has held a wide variety of positions in marketing, web development, consumer sales forecasting, sales administration, digital asset management, business development, managing editorial, and change management.

Michael Selleck is Executive Vice President of Sales and Marketing for Simon & Schuster, Inc. where he is responsible for the overall operations for the S&S Sales and Distribution division, including its international companies in Canada, since joining the company in 1984. He has held positions including Director of National Accounts and Senior Vice President, and Executive Director of Marketing for the Adult Publishing Division. Prior to joining S&S, he held positions at Waldenbooks as a bookseller, buyer, and merchandise manager.

Mindy Stockfield serves as Vice President of Marketing and Digital Media for Hyperion, the company’s publishing business where she manages not only e-books but the product development for content on digital devices. Previously, she served as Vice President for the Disney Channel & Jetix (now Disney XD) Digital Media Group where she oversees development efforts of broadband, mobile, and interactive television applications for the Disney-ABC Television Group’s kids channels and DisneyChannel.com, PlayhouseDisney.com, and RadioDisney.com. Prior to that, Stockfield served as Senior Director, Marketing at Cartoon Network.

Jeff Gomez is the Vice President of Online Consumer Sales and Marketing for Penguin Group USA. He has been involved in electronic books and the world of digital reading since 1999, and he has been a featured speaker and panelist at publishing industry events throughout America. Gomez is also the author of Print is Dead: Books in Our Digital Age, which was published by Macmillan in November 2007.

Jeffrey D. Goldberg is the Senior Vice President and General Counsel for Random House, Inc. where he is responsible for all legal matters concerning Random House and its worldwide divisions. Prior to this, he served as Vice President and Deputy General Counsel for Random House for over 12 years. His extensive legal background includes positions as Vice President and Publishing Counsel for Macmillan, Inc. and as Special Assistant United States Attorney, Civil Division, in the United States Attorney’s Office, SDNY.

Mihaela Toma is a Digital Content Manager at Penguin Random House Canada, where she is responsible for driving the development of digital content and experiences. She is a digital content strategist with a background as a content strategist and editor, digital producer, and SEO manager.

Mirta Faggioli is a Senior Director of Marketing and Digital Media for Penguin Random House. In this role she leads the content and marketing strategy for Penguin Random House’s Licensed and Digital division.

Peter Hindle-Smith is Founder and CEO of Codex-Group LLC which tracks and forecasts digital book trends for book publishers, retailers and technology companies. The company’s proprietary digital book Preview and Author Equity pre-publication market test programs help publishers and authors boost new book discovery, purchase conversion rates, expand audiences and increase sales. Prior to founding Codex, Hindle-Smith worked at GE Capital Global Consumer Finance and at Bertelsmann's Bantam Doubleday Dell Publishing Group.

Simon Lipskar is President of Writers House, a leading literary agency in New York. As an agent, he represents a wide range of writers including many major bestselling and award-winning authors in literary and commercial fiction, narrative nonfiction, and fiction for young readers.

Liisa McClory-Kelley is Vice President and Director of eBook Production Strategy & Operations in the Digital Product Development Group at Random House, Inc. She has been at Random House for more than 20 years and currently leads the team responsible for research and development on new types of digital products. She serves on the board of the IDPF (International Digital Publishers Forum) and collaborates with engineering teams from the various retailers to keep pushing what is possible in the realm of digital reading.

Miriam Parker is the Marketing Director for Multilateral Books, an imprint devoted to suspense publishing at Little, Brown and Company. She has spent the past fifteen years building websites, creating online communities and trail blazing in social media for such brands as MTV, ABC, Warner Books; Little, Brown and Company; and Grand Central Publishing and for authors including James Patterson, Michael Connelly, Sidney Sheldon, David Baldacci, George Pellecanos, Neil DeMille, and Brad Meltzer.

Katherine Trager is Senior Vice President and General Counsel for Random House, Inc. where she is responsible for all legal matters concerning Random House and its worldwide divisions. Prior to this, she served as Vice President and Deputy General Counsel for Random House for over 12 years. Her extensive legal background includes positions as Vice President and Publishing Counsel for Macmillan, Inc. and as Special Assistant United States Attorney, Civil Division, in the United States Attorney’s Office, SDNY.

Brett Sandusky is Lead Product Manager at Macmillan New Ventures where he oversees user experience design, agile development of new digital products, eCommerce, research and data analytics, and mobile applications. Formerly Director of Product Innovation for Kaplan Publishing, Brett’s expertise also includes digital strategy, product usability, content integration cross-platforms, and digital marketing.

Michael Selleck is Executive Vice President of Sales and Marketing for Simon & Schuster, Inc. where he is responsible for the overall operations for the S&S Sales and Distribution division, including its international companies in Canada. Since joining the company in 1984, he has held positions including Director of National Accounts and Senior Vice President, and Executive Director of Marketing for the Adult Publishing Division. Prior to joining S&S, he held positions at Waldenbooks as a bookseller, buyer, and merchandise manager.

Chelsea Vaughn is Vice President of Marketing Operations at Random House Inc., where she is responsible for marketing campaigns, analytics, tools, and training within the corporate marketing group, which serves all imprints of Random House. She has been at Random House for 11 years, including serving as a Director of Corporate Development and Director of Business Operations for the Crown Publishing Group. Earlier in her career, she was an editor at Ten Speed Press, where she edited several cookbook titles that won James Beard Awards.

The NYU-SCPS Center for Publishing offers a range of innovative programs in publishing and digital media, including:
- The Master of Science in Publishing: Digital and Print Media
- The Summer Publishing Institute
- Executive Education Training Programs in New York and Abu Dhabi