

- 9:00-9:05** **Opening Address**
Noah Genner
- 9:10-9:40** **Public Thinking and the Future of Reading**
Clive Thompson
- We live in a world where people increasingly do their thinking in public—collaboratively, together, online, using tools like status updates, discussion boards, and social networks. Now books are set to become the next big forum for public thinking—as readers begin sharing their ideas and arguing in the margins. How will this transform the way we read, discover, and enjoy books?
- 9:45-10:30** **Publishing with an Audience: An Experiment from Sourcebooks and Wattpad**
Ashleigh Gardner and Dominique Raccach
- Wattpad and Sourcebooks have tested out a number of publishing experiments together, and in this session, they'll reveal what they've learned. Among their many experiments: building readership through serialization, taking advantage of mobile and social technology, creating ways for readers to continue the experience through fan art and fan fiction, and translating a digital audience into a book buying audience. They'll also discuss changes to both the author's career arc and the role of the book publisher. Be prepared to reexamine how reading, writing, and publishing come together.

10:30-10:45 — Break

- 10:45-11:30** **Let's All Be Different People: Readers and Writers in an Internet Age**
Baldur Bjarnason
- The divide between readers and writers is shrinking and the roles of the two aren't as cleanly separated as before. How are writers supposed to deal with this? Can publishers continue as mediators? What is the role of the various services that connect the two? How does it change publishing? How do we respond to the narrowing of the reader-writer gap engendered by the internet's plurality of communities?
- The only way we can: by trying to understand the change.
- 11:35-12:05** **Building a Smarter Ebook Reader**
Kristian Guillaumier
- Marvin is an ebook reader built in close collaboration with the reading community and is based on the premise that incredibly powerful mobile technologies can be used to create richer reading experiences. In this session, Kristian Guillaumier presents the origins of Marvin, features that make it stand out, as well as some high-concept ideas for the future. The takeaway from this session is how real and passionate readers shape the design of ebook software.

12:05-1:15 — Lunch

- 1:15-2:00** **This Year's Model: Metadata Models and Representations**
Graham Bell
- Panel: Who Needs Libraries?**
Catherine Biss, Andrew Martin, Katherine Palmer, Kim Silk, and Mohammed Hosseini-Ara (moderator)
- The demise of libraries has been predicted since the inception of the internet, but reports of their death have been greatly exaggerated. Join us for a panel discussion on the impact of libraries in the community, and to the economy. Find out who's benefiting from libraries and what libraries are doing to reach different audiences. Panelists will review the results of Toronto Public Library's economic impact study, and present the work of the Centre for Equitable Library Access (CELA), a new national library organization focused on the creation, collection, distribution, and preservation of alternate format accessible materials to print-disabled Canadians through public libraries across Canada.
- Student Attitudes toward Content in Higher Ed**
Len Vlahos
- Higher Ed publishers are moving toward digital solutions at light speed. But are students and faculty keeping up? Book Industry Study Group executive director Len Vlahos will highlight results from BISG's Student Attitude reports, diving deep into how U.S. college students acquire, use, and interact with course material in both print and digital format. Attendees will learn valuable lessons from the U.S. higher ed market that are directly applicable to the Canadian market.
- 2:05-2:50** **Getting to Know the Canadian Book Buyer**
Noah Genner and Pamela Millar
- How well do you know the Canadian book buyer? At this session, BookNet Canada's Noah Genner and Pamela Millar present key findings from BNC's recent consumer research studies, including: What do Canadians expect to pay for books? Where are they most likely to buy books? How many Canadians are reading ebooks, and how do they feel about their kids reading digitally?
- Le Roi est Mort and the Unbundling of Publishing**
Richard Nash
- We have long taken for granted that the engine of the writing-reading economy was the book. It is, after all, the apotheosis of technology, perfected over five hundred years of human interaction so familiar it becomes invisible as technology, like the wheel or the chair. However, while it remains perfect as a technology, the business that drove and was driven by it is failing. It is not failing for cultural reasons, nor because of attention spans, nor because of Amazon. It is failing because it became a manufacturing business, and employment in manufacturing has declined from 70% to less than 10% in the US, and less than 15% in Canada.
- However, in a recent study of how disruption in employment would play out over the coming decades, the role of editor was viewed as one of the least likely to decline, shortly behind dentist and personal trainer and well ahead of commercial airline pilot. How are we to understand these two seemingly disparate trajectories? In this talk Nash explains how the publishing business is shifting from manufacturing to service, a change vastly more disruptive but also offering vastly greater opportunity than the shift from print to digital. Publishing is dying into new life, a life consisting of stories, classes, dinners, parties, digital reading platforms and, yes, some books.
- Publishing Apps and Ebooks from Single-Source Content**
Myles Fuchs
- Myles Fuchs presents useful insights and various options or "entry points" to digital publishing for iOS and Android apps, ebooks for leading platforms, and to the web from single source content, using case studies from international publishers. Fuchs will discuss cloud-based, PDF-based, and DTP-based production approaches, and how to effectively combine them.

2:50-3:05 — Break

- 3:05-3:50** **The New Publishing Skillset: Change Management in a Creative Industry**
Robert Wheaton
- Publishers of all sizes and types face competition from within and outside the industry, competition that is challenging their mission, identities, and business models. There is growing pressure to adapt and streamline existing processes, while simultaneously developing new perspectives and skills. What talents and sensibilities must publishers seek, and should they be hiring from outside industries, cultivating those skills in-house, investing in educational programs, or all three? And what can publishers learn from—and teach—other creative industries undergoing change?
- 3:55-4:55** **Panel: Publishing Post-Digital: What's the New Normal?**
Sheila Barry, David Caron, Kristin Cochrane, Martha Sharpe, and Jesse Finkelstein (moderator)
- As publishers, we've become experts at managing change, and in some cases we've come to embrace it. We're no longer just experimenting; we're strategizing and planning for the future. At our executive panel session, we'll ask industry leaders what the new "normal" looks like to them. What's working and what isn't? Which new tools and systems are they adopting, and what skills do their staff need to employ them? What is the role of the publisher, both now and in the future? The panel will provide insight into their own company's strategies and practices as they address these and other questions.
- 4:55-5:00** **Closing Remarks**
Noah Genner
- 5:00** **Wine and Cheese Reception**
Sponsored by De Marque
- Please join us after the conference for a wine & cheese reception in the main concourse.
- 6:00** **Tech Forum After Party**
Presented by the CanBPA & BookNet Canada
- After a long day (or two) of education and enlightenment, keep the conversation going at Pogue Mahone Pub (777 Bay St.)