BOOKNET 101

Books. Data. Geeks.
TORONTO • MARCH 5, 2014
Presented by BookNet Canada

1:00-1:05   **Opening Address**
Noah Genner

1:05-1:35   **Supersize Your Sales Data**
Erin Creasey

At BookNet 101 last year, we talked about sales data analytics basics—from title acquisition through sales prep, printing, marketing, and finding gaps in the marketplace when that book is reader-ready. Publishers want to use sales data to make the best decisions possible to increase sales. This session will supersize the basics, by looking at how successful businesses leverage their sales data, how to use numbers to answer all your (publishing-related) questions, and how to work for your data by embracing experimentation and flexibility. Expect a lot of sports metaphors as we look towards your own data dominance.

1:40-2:00   **Cleaning Up Your CataList**
Amanda Lee

The flow of data from BiblioShare to CataList is efficient, but it doesn't always make for the prettiest catalogue pages. Using a combination of improved data input and CataList's excellent edit function, you can quickly and easily take the data you have and make your CataList pages informative, beautiful, and clean.

2:05-2:25   **Increasing Discoverability with NetGalley**
Tarah Theoret

Learn how over 250 publishers, indie authors, and small presses are incorporating NetGalley into their marketing and publicity activities, to connect with over 160,000 professional readers and improve discoverability for their titles. Plus, see how CataList subscribers benefit from an integration with NetGalley that allows users to request digital review copies of available titles from within CataList catalogues.

2:30-2:50   **Combining Print and Digital Metadata Workflows**
Shannon Culver

As the bookselling industry expands across formats and borders, organizing metadata is becoming more complex. Books need to be created in a variety of formats, and each of those formats needs its own unique ISBN. Each of those ISBNs, in turn, needs its own metadata record, which makes for a lot of entries in BiblioShare! While the dream of a single metadata feed for all product forms still eludes us, there are ways that you can streamline the process of creating and updating the records for different formats in BiblioShare. We'll discuss some of those strategies in this session.

2:50-3:05 — Break

3:05-3:25   **Covering Your Bases: 2014 Standards Implementation and Business Planning**
Christen Thomas

With the spring season starting, it's time to think about upgrading your metadata to support Thema and ONIX 3.0. But how do you ensure that your team and equipment are ready to cover these bases? What changes do you need to make to play in an international market? How can you hit more home runs and score higher sales without breaking your budget? When do you move from the practice of new standards to game day with trading partners? This quick pep-talk will look at staffing considerations, software solutions for different sized companies, and the value and cost of metadata improvements... baseball metaphors included.

3:30-3:40   **Building a Better Online Bookstore with BNC BiblioShare**
Tim Middleton

Last fall, the Retail Council of Canada (RCC) and Shopify announced a partnership to assist small retailers with selling online. To aid in this effort, BookNet Canada is developing a Shopify plugin that will pull rich bibliographic data from BiblioShare into Shopify, allowing small businesses access to the same data available to larger retailers. This session is a quick sneak peek into how businesses will be able to use the Shopify plugin, and how publishers can ensure that data about their books is included in it.

3:45-4:15   **What's in Store: Canadian Retail Trends**
Peter Woolford

It's not just the book industry that's dealing with a challenging retail landscape: across the country, retailers are grappling with consolidation in the trade, the shift to online shopping, and more. In this timely update from the Retail Council of Canada, Peter Woolford presents findings from the latest Retail Conditions Report, drawn from the projections of retail executives across Canada. Hear about expected sales, growth, and margins, and how structural changes in the retail trade could impact operations in the upcoming year.

4:20-4:50   **Time Is Money: New Thinking on Digital Book Pricing**
Nathan Maharaj

The "right price" for digital books has been a hot topic since the category emerged. But by thinking about books in terms of the competition for a customer's time and as a leisure activity, we may be able to capitalize on some of digital's natural advantages. The quick short, the epic, each have their own place, price and lifespan; digital also lends itself to the frequent impulse purchase where readers can swiftly move from reading a recommendation to reading the book within seconds.

4:55-5:00   **Closing Remarks**
Noah Genner

6:00   **Code Meet Print Toronto**
#CMPTO Tech Forum Edition: #FAIL and Learn

Join us at the Stealth Lounge after BookNet 101 for drinks, networking, and some great presentations about the rocky road to success. Details: www.meetup.com/CMP-TO