

JANUARY 13-15, 2015 • NYC

DIGITAL BOOK WORLD

CONFERENCE + EXPO

FOR IMMEDIATE RELEASE

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**Digital Book World, Jan. 13-15 in New York, Gathers
Publishing's Top Leaders to Focus on Industry Innovation**

***1,500 Digital Content Professionals Gear up to Explore the Future of Publishing at DBW;
More Than 100 Forward-thinking Experts Are Slated to Present on Key Topics***

NEW YORK (Oct. 2, 2014) — The 6th Annual [Digital Book World Conference + Expo](#) (DBW), the largest event worldwide dedicated solely to the business of digital publishing, is featuring some of the most prominent thought leaders and innovators in the industry. The event focuses on digital content and digital book strategies, as well as the challenges and opportunities facing publishers and content providers of all sizes and business models, with an emphasis on the digital transformation. The conference and expo (#DBW15) takes place Jan. 13-15, 2015, New York Hilton Midtown. Registration and program details are available at conference.digitalbookworld.com (the early-bird rates expire Oct. 6).



[Digital Book World Conference + Expo](#) – produced by [F+W, A Content + eCommerce Company](#) in partnership with [Publishers Launch Conferences](#) – is expected to gather 1,500+ professionals from the global book community. In addition, more than 100 noteworthy speakers are scheduled, including executives from Amazon, The Aspen Institute, Content Marketing Institute, Fast Forward Labs, *The New Yorker* and *The New York Times*, among many others.

Mike Shatzkin (@MikeShatzkin), DBW conference chair and founder of [The Idea Logical Company](#), says, “Speakers at the upcoming Digital Book World Conference + Expo represent the leading influencers and change agents in publishing and digital media, and we look forward to the key information and insights they’ll share, which will propel the industry forward in exciting ways.”

Michael Cader (@PublishersLunch), founder of [Publishers Lunch](#) and [PublishersMarketplace.com](#), adds, “DBW’s timely, high-profile keynoters and rich curriculum will help educate and inspire people throughout the book business, in this constantly evolving digital media ecosystem.”

Shatzkin and Cader are DBW’s (@DigiBookWorld) partners from [Publishers Launch Conferences](#) – two of book publishing’s most respected analysts of the industry’s digital transition.

DBW 2015 keynote speakers include:

- **Russ Grandinetti**, senior vice president for Kindle, [Amazon](#) (@AmazonKindle), in a candid Q&A on the future of book publishing and selling, as well as Amazon’s evolving position in the market;
- **James Robinson**, director, news analytics, [The New York Times](#) (@nytimes), on using data to grow audiences, and lessons from *The New York Times* newsroom analytics team;

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- **Ken Auletta** (@kenauletta), media columnist, [The New Yorker](#), and author of [Googled: The End of the World As We Know It](#), on publishing and other media in a world of engineers;
- **Seth Godin** (@ThisIsSethsBlog), bestselling author, entrepreneur and [marketing guru](#), on what's possible and what's important for a variety of players in the publishing value chain;
- **Walter Isaacson** (@WalterIsaacson), president and CEO, [The Aspen Institute](#), on innovators, collaborators and change agents of the digital revolution;
- **Hilary Mason** (@hmason), CEO and founder, [Fast Forward Labs](#), on data – both big and small – for publishing;
- **Joe Pulizzi** (@JoePulizzi), founder, [Content Marketing Institute](#), on epic content marketing and using content to build a brand and an audience;
- **Brian Murray**, president and CEO, [HarperCollins Publishers](#) (@HarperCollins), on strategies for the future and taking HarperCollins into the digital age;
- **Judith Curr** (@JudithCurr), president and publisher, [Atria Publishing Group](#), on how authors decide between traditional and self-publishing;
- **Linda Zecher**, president and CEO, [Houghton Mifflin Harcourt](#) (@HMHCo), on the K-12 market, technology and transforming the publishing business;
- **Matt Greenfield** (@mattgreenfield), managing partner, [Rethink Education](#), on how EdTech is changing the educational content landscape.

Additional speakers at [Digital Book World Conference + Expo](#) include: CEOs and C-level executives responsible for developing their organizations' digital strategies, innovators who are bringing new ideas and new technologies to market, and path-making authors, agents, marketers and editors. These leaders will share best practices and wisdom from their personal experiences – what has worked and what hasn't – so attendees can avoid pitfalls and make wise strategic decisions.

Attendees of DBW include large and small book and eBook publishing businesses, book marketers, directors of international book sales and rights, editors of publishing houses and literary agents, digital strategists and content professionals, and managers of operations, finance, sales/marketing and technology within industry and allied organizations.

Visit [conference.digitalbookworld.com](#) to sign-up (the early-bird registration rates expire Oct. 6), or e-mail digitalbookworld@fwmedia.com to enquire about attending, sponsoring or exhibiting.

About F+W, A Content + eCommerce Company

[F+W](#) is an enthusiast-focused Content and eCommerce company, serving 20 Million consumers annually via the Company's print portfolio, ecommerce stores, extensive online education programs, trade and consumer events, popular consumer catalog brands, nationally-broadcast TV programs and more, all in service of passionate niche communities of professionals. ([fwmedia.com](#))

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Note to Editors: Press passes, artwork, interviews, or additional information may be requested. akiel@akprgroup.com