



Thursday, May 28, 2009 Events At A Glance

Time	Session	Location
9:00 AM – 10:00 AM	Content Licensing & The Bottom Line: Up the Down Spreadsheet	Room 1E04
9:30 AM – 10:30 AM	The Impact of Free (and Piracy) on Book Sales: An Update on The Piracy Project	Room 1E02
9:30 AM – 10:30 AM	A Strategic Approach for Harnessing the Power of Social Media: A Publisher Roadmap	Room 1E14
10:00 AM – 11:00 AM	Yes We Can: What the Obama Campaign Can Teach Us About Viral Marketing	Room 1E16
10:30 AM – 11:30 AM	Data Crunch: Books and Their Competition for Leisure Time Attention - How do They Stack Up?	Room 1E04
11:00 AM – 12 Noon	Combating Print and Digital Piracy of Publishers' Works (AAP)	Room 1E02
11:00 AM – 12 Noon	Stay Ahead of the Shift: What Product-Centric Publishers Can Do to Flourish in a Community-Centric Web World	Room 1E14
11:30 AM – 12:30 PM	Giving it Away: When Free ebooks Make Sense – And When They Don't	Room 1E16
12:30 PM - 1:30 PM	Profitable Distribution Channels for Your eBook and Digital Audiobook Titles	Room 1E04
1:00 PM – 2:00 PM	Enter the API: Ecosystems Marketing for Publishers	Room 1E16
1:30 PM – 2:30 PM	Today's New Media Investments: A Discussion with Softbank Capital's Eric Hippeau on where VC Dollars are Flowing and What it Means for Publishers	Room 1E14
2:00 PM – 3:00 PM	Red Hot Readers... Market Adoption of Mobile eReading Devices and Applications	Room 1E02
2:00 PM – 3:00 PM	XML for Editors: What You Need to Know and Why You Should Care	Room 1E04
2:30 PM – 3:30 PM	The Concierge and the Bouncer: The End of the Supply Chain and the Beginning of the True Book Culture	Room 1E16
3:00 PM – 4:00 PM	CEO Roundtable with Tina Brown	Room 1E14
4:15 PM – 5:15 PM	BEA Editors Buzz	Room 1E14
5:30 PM – 6:30 PM	BEA'S Opening Night Keynote	Special Events Hall



Friday, May 29, 2009

Events At A Glance

Time	Session/Event	Location
8:00 AM – 9:30 AM	Children's Book & Author Breakfast—Ticket required	Special Events Hall
9:00 AM – 10:00 AM	Edelweiss Demonstration: Above the Treeline's New Interactive Catalog for Retailers	Room 1E03
9:00 AM – 10:00 AM	How Social Media is Transforming the Way We Create, Publish and Sell Books	Room 1E04
9:30 AM – 10:30 AM	Print on Demand For Dummies®: Demystifying the Business of Print on Demand	Room 1E14
9:30 AM – 10:30 AM	Publishers on the Google Book Search Partner Program	Room 1E16
9:30 AM – 10:30 AM	D2T2: Digital Debut Tool Time	Room 1E15
9:30 AM – 10:30 AM	Arab & US Editors Talk about the Exchange of Literature and its Impact on Their Cultures	Room 1E02
10:00 AM	New Media Zone Live...sponsored by the Idpf	Downtown Stage
10:30 AM	Literary Lions - John Irving, LAST NIGHT IN TWISTED RIVER; Pat Conroy, SOUTH OF BROAD	Uptown Stage
10:30 AM – 11:30 AM	Successful Self-Publishing & Distribution through CreateSpace: A Session for Independent Authors & Small Publishers	Room 1E03
10:30 AM – 11:30 AM	Becoming an Agent of Trust: Harnessing New Social Media Tools to Grow Communities	Room 1E04
11:00 AM	Chavez - Obama Int'l Book Club - Eduardo Galeano, MIRRORS: STORIES OF ALMOST EVERYONE	Downtown Stage
11:00 AM – 12 Noon	Retail Level Print-on-Demand: The Anatomy of Northshire's Espresso Experiment	Room 1E14
11:00 AM – 12 Noon	Australia: The Changing Book Publishing Scene in This Major Int'l Market	Room 1E16
11:00 AM – 12 Noon	Meet the Producers of Nighttime Talk Shows	Room 1E15
11:00 AM – 12 Noon	Up Close: Childrens' Books in the Arab Market	Room 1E02
11:30 AM	Memoir - Byron Pitts, STEP OUT ON NOTHING; David Small, STITCHES	Uptown Stage
12 Noon	Social Media - Chris Brogan, TRUST AGENTS; Erik Qualman, SOCIALNOMICS	Downtown Stage
12:30 PM	What Really Matters: Living in the Age of Obama - Cornel West, BROTHER WEST	Uptown Stage
1:30 PM	Financial Meltdown - Ali Velshi, GIMME MY MONEY BACK; Jacob Gold, FINANCIAL INTELLIGENCE	Uptown Stage
2:00 PM	Do Publishers Still Hold the Keys to the Kingdom? A Panel of Authors Weigh In	Downtown Stage
2:00 PM – 3:00 PM	Maximize Your Sales Potential: Amazon for Small and Mid-Size Publishers	Room 1E03
2:00 PM – 3:00 PM	New American Writing: A Granta 30th Anniversary Perspective	Room 1E04
2:00 PM – 3:00 PM	Logistical Considerations for Arab Markets: Distribution, Imports & Exports	Room 1E02
2:00 PM – 3:15 PM	BEA Young Adult Editor's Buzz – NEW!	Room 1E15
2:00 PM – 3:00 PM	Wired and Receptive: Reaching Boomer Book Buyers Online	Room 1E16
2:30 PM	Biography - William Mann, HOW TO BE A MOVIE STAR; Terry Teachout, POPS	Uptown Stage
3:30 PM	Authors of Editor's Buzz	Downtown Stage
3:30 PM – 4:30 PM	CONSUMER PANEL: Boomers Sound Off	Room 1E03
3:30 PM – 4:30 PM	BISG presents the new Book Industry TRENDS 2009	Room 1E04
3:30 PM – 4:30 PM	Jumping Off a Cliff: How Publishers Can Succeed Online Where Others Failed	Room 1E15
3:30 PM – 4:30 PM	Book Format Fusion: Why Trade Paperbacks are the Format to Embrace	Room 1E16
3:30 PM – 4:30 PM	Copyright in the Arab World: Legal Status, Concerns and Best Practice	Room 1E02



Friday, May 29, 2009 Events At A Glance

4:00 PM	Mystery - James Ellroy, BLOOD'S A ROVER; Colin Harrison, RISK	Uptown Stage
4:30 PM	Cannon Tales US...sponsored by Macmillan	Downtown Stage
4:30PM – 5:30PM	US Arab Match-Making Session	Room 1E02

And don't miss all the authors in the Autographing Area!



Saturday, May 30, 2009

Events At A Glance

Time	Session/Event	Location
8:00 AM – 9:30 AM	Saturday Book & Author Breakfast—Ticket required	Special Events Hall
9:00 AM – 10:00 AM	Edelweiss Demonstration: Above the Treeline's New Interactive Catalog for Retailers	Room 1E03
9:30 AM – 10:30 AM	Publishing Green: A Recipe for Success in Tough Times	Room 1E02
9:30 AM – 10:30 AM	Driving Success with Teens & Tweens: Authors Share Online Success Stories	Room 1E16
9:30 AM – 10:30 AM	The Art of the Annotation: Few Words, Big Impact	Room 1E04
9:30 AM – 10:30 AM	The Librarian as Digital Diva	Room 1E14
10:00 AM	New Media Zone Live...Sponsored by the Idpf	Downtown Stage
10:30 AM	Alternate History - Scott Westerfield, LEVIATHIN; Cassie Clare, CLOCKWORK PRINCESS	Uptown Stage
10:30 AM – 11:30 AM	Finding Revenues in a Down Market: Mining Data for Steady Revenues in Library Channels	Room 1E03
11:00 AM	Michael Sandel, author, JUSTICE	Downtown Stage
11:00 AM – 12 Noon	Books with Flava: What Librarians Across the Country Tell Us About Their Street Lit Collections and the Authors They Love	Room 1E14
11:00 AM – 12 Noon	Import and Export of Rights in Italy - The New Survey by Doxa, ICE and AIE	Room 1E02
11:00 AM – 12 Noon	Book Reviews 2010: What Will They Look Like (NBCC)	Room 1E04
11:00 AM – 12 Noon	Independent Publishers' Editors Buzz	Room 1E15
11:00 AM – 12 Noon	Teens Read Books—Teens Have Money—There are a Lot of Teens: How to get Them Into Your Store	Room 1E16
11:00 AM – 12:30 PM	Speed Dating with Children's Authors—This event is for booksellers only!	Room 1A10 & 1A12
11:30 AM	Taking Woodstock: The Book and The Movie - Elliot Tiber, TAKING WOODSTOCK	Uptown Stage
12 Noon	Stage to Page - Adam Rapp, BALL PEEN HAMMER; David Rabe, MR. WELLINGTON	Downtown Stage
12 Noon – 2:00 PM	Saturday Book & Author Luncheon—Ticket required	Special Events Hall
12:30 PM – 1:30 PM	CONSUMER PANEL: Teens Sound Off	Room 1E14
12:30 PM	Sci Fi - China Mieville, THE CITY & THE CITY; John Ringo, EYE OF THE STORM	Uptown Stage
1:00 PM	Children's Picture Books - Amy Hest, WHEN YOU MEET A BEAR ON BROADWAY; Nick Bruel, HAPPY BIRTHDAY BAD KITTY	Downtown Stage
2:00 PM	Emerging Voices	Uptown Stage
2:00 PM	YA Authors of YA Editor's Buzz	Downtown Stage
2:00 PM – 3:00 PM	BEA Global Market Forum: China Online Publishing in China: How Shanda Ignited a Reading and Writing Mass Movement for 20 Million Registered Users	Room 1E20
2:00 PM – 3:00 PM	CONSUMER PANEL: Book Club Facilitators Sound Off	Room 1E03
2:00 PM – 3:00 PM	Crush It! Why NOW is the Time for Independent Booksellers to Cash In on Their Passion	Room 1E14
2:00 PM – 3:00 PM	Book Bloggers -- Today's Buzz Builders	Room 1E15
2:00 PM – 3:00 PM	AAP Annual Librarians Book Buzz	Room 1C03



Saturday, May 30, 2009 Events At A Glance

2:30 PM – 3:30 PM	Hot Fall Graphic Novels for Libraries	Room 1E04
2:30 PM – 3:30 PM	From Ref Desk to Desktop: Creating Virtual Reader's Advisory Services	Room 1E16
3:00 PM	Captain Chesley B. Sullenberger, III; Special Presentation and Autographing	Uptown Stage
3:30 PM	Authors of Indie Buzz	Downtown Stage
3:30 PM – 4:30 PM	The Google Book Search Partner Program: Present and Future	Room 1E02
3:30 PM – 4:30 PM	Maximize Your Sales Potential: Amazon for Small and Mid-Size Publishers	Room 1E03
3:30 PM – 4:30 PM	Twitter for (book industry) Dummies: Strategies for Enhancing Business Communication and Networking	Room 1E15
3:30 PM – 5:00 PM	Librarian's Book Shout and Share	Room 1E14
4:00 PM – 5:00 PM	Somebody Help Me! Trends in Self-help Publishing	Room 1E04
4:00 PM – 5:00 PM	Stupid Things Booksellers and Publishers Do	Room 1E16
4:00 PM – 5:00 PM	The Heard Word: BEA's AudioBook & Author Tea—Ticket required	Room 1A10 & 1A12

And don't miss all the authors in the Autographing Area!



Sunday, May 31, 2009 Events At A Glance

Time	Event	Location
8:00 AM – 9:30 AM	Sunday Book & Author Breakfast—Ticket required	Special Events Hall
12:00 PM – 2:00 PM	Meet the Bestsellers	Room 1A10, 1A12 and 1A14

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