



Industry Track

11:15 - 12:15	All about Google Editions: Chris Palma from Google will walk us through their newest offering.	The launch of Google Editions has quickly become a much anticipated event. We're thrilled to have Chris Palma of Google at the conference to explain what Google Editions is – and is not. Is it a game changer? Listen and then determine for yourself.
12:15 - 1:30		
1:30 - 2:20	What is a publisher anymore? Authors as partners, and other new business models.	The recent news surrounding the Wylie Agency and Random House is but the latest in a string of events that continue to challenge the conventional wisdom about what publishing is, and how it should be practiced. Come be part of this panel discussion about what some of the new business models are, the changing role of the author, and how publishers define their value now and in the future.
2:35 - 3:25	Building community and supplying content: Where are the readers? What can vertical markets teach us?	In the age of social marketing, thought-leaders and buzz makers are everywhere. Trying to offer too many products to too many communities can be a nightmare. Publishers who work on cultivating their communities have been very successful. We'll chat with publishers and online community-makers who have focused their offerings and learn from what they have to say.
3:25 - 3:55		
3:55 - 4:45	eBook economics: preparing for eBooks during editorial planning and executing an eBook strategy.	eBooks are here. There is no doubt that they are as valid a format for reading as paperbacks -- or even hardcovers. But in terms of financial planning, most publishers have been looking at the process as an add-on. How do we plan for sales of eBooks? How does this affect the title P&L? What business models should we use? Join this panel of publishers as they explore the idea of planning and executing an eBook strategy.

Metadata Track

11:15 - 12:15	Publishers as data aggregators: Harvesting externally-created metadata for your own use.	In the past few years, social reading communities have expanded as outlets for books are everywhere and author websites abound. Descriptive content about books, authors and information on reading trends is being created not just by publishers – but also by authors, readers, and retailers. In many cases, the publisher has no control (or knowledge) of what is being written about a book. How can publishers harvest this information? What services can they use to improve their metadata?
12:15 - 1:30		
1:30 - 2:20	Identifiers: ISBNs and ISTCs, and how they relate to eBooks.	Should you have one ISBN per eBook format or one ISBN for all eBook formats? What is an ISTC? Why are ISBNs so expensive anyway? How do we manage the metadata for all that? Is it coincidence that ISBN and ISTC are four-letter acronyms? Come hear Laura Dawson (20-year industry veteran) moderate a live version of her very popular twitter chat called #ISBNHOUR.
2:35 - 3:25	BISG Data Certification: how to make it work for both publishers and recipients.	The BISAC metadata committee has been working for a very long time on the topic of certification of data and process for both publishers and data recipients. For quite a while, Firebrand has been laying low on the idea of data certification, but we are now very interested in supporting it. Let's talk about why. We'll also hear from some data partners on why they believe it's important, and why in some cases they are requiring it.
3:25 - 3:55		
3:55 - 4:45	The new rights issue: Managing rights information necessary for eBooks and eBook Partners.	As if the issues of territorial rights weren't complicated enough already, eBooks and eBook retailers have taken the complication to a whole new dimension. Now publishers need to communicate to (global) retailers how and where their products can be sold. Some of our customers are aggressively managing this, while some are not – and few are consistent. Let's explore some best practices for managing and communicating this important information in a way that is understandable for everyone.

Workflow Track

11:15 - 12:15	eBook Conversion Primer: with Joshua Tallent.	Joshua has literally written the book on Kindle Formatting, and is widely recognized for digitizing even the most complex books with astounding quality. In this session, Joshua will give us a few pointers on where the complications are in the conversion of PDF to ePub, and why some books cost more than others to convert.
12:15 - 1:30		
1:30 - 2:20	Managing eBooks in Title Management.	The Firebrand show will highlight the new tools and services we offer to manage content through Title Management -- but in this session, we'll take a more practical view. Let's walk through the process, talk about workflow, and see the impact on actual schedules.
2:35 - 3:25	Digital Workflows for eBook Production: PDF to ePub and (gasp!) ePub to PDF.	Most publishers today create eBooks as an afterthought. They take their print-ready PDF, optimize it for the web, and create ePub files from it. But what are the possibilities of doing it the other way around? How can that content be leveraged internally? What tools are necessary for this transformation to happen? Come hear from those on the vanguard of this new approach!
3:25 - 3:55		
3:55 - 4:45	eArcs & digital galleys: their many uses, and how best to develop efficient workflows for managing them.	Publishers first thought that digital galleys would simply replace or supplement printed galleys. But many have started to understand that having their content available digitally offers many new opportunities. Peer review, library previews, exam copies, subrights sales, internal sales and marketing activities can all be enhanced by digital galleys. Come hear how publishers are taking advantage of these new opportunities with a consistent process for managing and distributing that promotional content.



Technology Track

11:15 - 12:15	Indesign without XML	Firebrand has employed many tools and techniques to successfully automate catalog creation from Title Management into InDesign. Did you know that XML is not the only choice? Paul Milana will demonstrate a technique using tagged text to successfully create a multi-page catalog where the format is the same from page to page. A perfect technique for rapid creation of backlist catalogs and other layouts. But you have to know the tricks! Come learn from the master.
12:15 - 1:30		
1:30 - 2:20	Web services vs. batch feeds: Pros & cons, and when one is better than the other.	Almost all of the integrations of Title Management include batch interface jobs that are run at night to keep systems in sync. In some recent implementations, and in our launch of Content Services, Firebrand has made extensive use of Web Services for real time (or near real time) data updates both for outbound transactions as well as inbound ones. In this discussion, we'll explore what web services are, and the opportunities for using them. We'll discuss why in some cases it's best to utilize them, and why in others it's best to stay with batch interfaces.
2:35 - 3:25	Getting external data into Title Management: using IKE and other tools.	As a follow-up to the previous session, we'll explore the ever-increasing need to pump data into Title Management from a variety of external sources. We'll talk about improvements to IKE (our import engine) and talk about when web service API calls may be a better mechanism.
3:25 - 3:55		
3:55 - 4:45	eCommerce websites: what makes a good one, and integrating them with Title Management.	Almost every publisher has some type of eCommerce web presence. Some were even created by Firebrand. What makes a good website? What functions have some publishers invested in to make the most of their web presence? Regardless of whether Firebrand develops the site, every publisher using Title Management wants to somehow integrate the data with their website. In this session we'll explore these topics.

Wednesday Morning

8:15-9:00	PechaKucha - Brought to you by DigitalBookWorld	Guy Gonzalez of DigitBookWorld is organizing a fast-paced, simple presentation format where 20 images are shown, each for 20 seconds by 5 different speakers. The images forward automatically and presenters talk along to the images. The presentation format was devised by Astrid Klein and Mark Dytham of Klein Dytham architecture. The first PechaKucha Night was held in Tokyo in their gallery, lounge, bar, club, creative kitchen SuperDeluxe in February 2003.
9:00-9:30	UnConference Planning	Now a staple of the Firebrand Community Conference, the unconference portion of the conference is a wild ride. During this half hour, we will - on the fly - organize 11 sessions that participants want to discuss. The planning session is nothing short of organized chaos, but the sessions that take place are often rated among the best sessions of the conference! Come see how it all fits together.
9:45-10:45	eBook Standards: ePub, OPDS, HTML5 and other issues related to mobile and computer based reading	The IDPF board is meeting in Cambridge on the first day of our conference. This is the board that regulates the ePub standard, as well as other standards useful for facilitating mobile reading, like OPDS. Several board members, including Liza Daly and Peter Brantly will be on hand to give us a first hand status of what is happening with these standards