



THE FUTURE OF THE BOOK

Philippine Digital Publishing Conference
September 13 and 14, 2010
UP - Ayala Technohub, Quezon City



1253 G. Araneta Ave,
Quezon City, Metro Manila,
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Conference Program

DAY 1	
08:30 - 8:45 am	Welcome Address Hon. Dennis Gonzalez Chairman, National Book Development Board (NBDB)
8:45 - 9:00 am	Future of the Book Video Presentation
9:00 - 9:40am	Keynote: What Does the Future Look Like for Publishers Jaime Augusto Zobel de Ayala Ayala Corporation
9:40 - 10:00am	Coffee Break
10:00 - 10:40am	Service Innovation: The Path to Book Publishing Success in the Digital Age J. Kirby Best President and CEO, Lightning Source
10:40 - 11:00am	Q&A
11:00 - 11:40am	The Future of Digital Textbooks I Eric Frank Founder and President, Flat World Knowledge
11:40 - 12:00nn	Q&A
12:00 - 1:00pm	LUNCH
1:00 - 1:40pm	Rights and Licensing amidst Digital Change Lynette Isabel Owen, OBE Copyright Director, Pearson Education
1:40 - 2:00pm	Q&A
2:00 - 2:40pm	Rethinking the Role and Funding of Academic Publishing Christopher Boughton Managing Director, Asia-Pacific, Cambridge University Press
2:40 - 3:00pm	Coffee Break
3:00 - 3:40pm	The Future of Digital Textbooks II Dr. Joel Thierstein Executive Director, Connexions
3:40 - 4:00pm	Q&A
4:00 - 4:40pm	Ebooks: Formats, Standards, and Business Models Vee Press
4:40 - 5:00pm	Q&A
5:00 - 5:15pm	Synthesis Mr. Tony Hidalgo Ways and Means Committee Chair Book Development Association of the Philippines (BDAP)

5:15 - 5:30pm	Closing Remarks Mr. Lirio Sandoval President – BDAP
5:30 p.m.	Cocktails

DAY 2	
8:00 – 8:15am	Welcome Remarks Hon. Dennis Gonzalez NBDB
8:15 – 9:00am	The New Dynamics of Publishing Johannes Scherer Executive Director, German Book Association

Tracks

9:00 – 9:45am	Track 1 Essentials of Digital Books from the Consumer's Point of View Edgardo Quiros (National Library), Charles Tan, Carl Javier	Track 2 Current E-readers/Test Driving the Digital Reading Experience Abe Olandres (Yugatech), Cocoy Dayao
10:00 – 10:45am	Track 3 How Independent Publishers Can Thrive in the Digital Age Angelo Suarez, Paolo Chikiamco, Gerry Alanguilan	Track 4 New Reading Habits, New Distribution Models Dr. Dina Ocampo (Reading Association of the Philippines), Dr. Isagani Cruz, Dr. Joel Thierstein (Connexions)
11:00 – 11:45 am	Track 5 Pricing Digital Products J. Kirby Best (Lightning Source), Johannes Scherer (German Book Association), Christopher Boughton (Cambridge University Press)	Track 6 Rewiring Journalism: Open Source Models, Software and Workflows JV Rufino (Inquirer), Christine Icamina-Dalusong (Summit), Malou Mangahas (PCIJ)

Lunch Break

Workshops

1:00 – 2:15pm	Track 7 Building Author Pages Sophia Lucero	Track 8 A Social Media Workshop for the Bookish Gege Sague (Flips Flipping Pages), Erwin Oliva (Yahoo! Philippines)
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2:15 – 2:30 pm Coffee Break

2:30 – 4:30 pm	Plenary Copyright in Motion Lynette Owen (Pearson Education), Louie Andrew C. Calvario (Intellectual Property Office of the Philippines), Jimmy Soriano (Soriano-ph.com)
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4:30 – 5:10pm	Closing Keynote The Future of the Past Patricia May Jurilla
5:15 – 5:30pm	Closing Remarks and Synthesis Andrea Pasion-Flores Executive Director, National Book Development Board (NBDB)