

2007 Digital Book Printing Forum

A special seminar focused on digital book printing

INTERQUEST research finds that professional books, trade books, and educational books account for over 80% of books produced digitally.

PROGRAM OUTLINE

10:00-10:30 Forum Keynote

- Niko Pfund, Vice President and Publisher, Oxford University Press

• **PART I: Trade Books & Professional Books**

10:30-11:00 INTERQUEST study results

- Gilles Biscos, President, INTERQUEST

11:00-11:15 Break

11:15-12:30 End user panel presentations, Q&A

- Tom Lysenko, Vice President Operations, Penguin Group (USA)

- Robert Saunders , Director of Sales, R.R. Donnelley Digital Services

- William J. Clockel, Vice President & CTO, IBT Global

12:30-02:30 Lunch, opportunity to tour show floor

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- **PART II: Education & Photo Books**

2:30-3:00 INTERQUEST study results

- Toby Cobrin, EDP, Director, INTERQUEST

3:00-4:15 End user panel presentations, Q&A

- Stephen DeForge, Senior Account Executive, Ames On-Demand

- Don Seise, Vice President Central Imaging Services, Pearson Education

- Kirby Best, CEO, Lightning Source

4:15-4:30 Wrap up

Note: Forum attendees are also invited to the Book Business Keynote at 9:00 a.m. and the Book Business Expo from 10 a.m. until 3 p.m.