

## Professional Programme - Tuesday 14 March 2017

**10.00 – 11.00**

**Apex Room**

**National Hall Gallery**

### **Polish Book Market - Publishing and Distribution Landscape. Main Trends and Development Perspectives**

*The speakers will present a general picture of the reading market, profiles of various types of readers, their number, how they read books, and how they “consume” them. The Polish book market will be measured and broken down into categories and sub-categories, including distribution channels and methods, as well as capital concentration. All these market features will be presented with respect to its two areas: 1) professional and educational publishers, and 2) all other segments (fiction, non-fiction, children’s literature, etc.).*

**Speakers:** **Włodzimierz Albin**, president of Polish Chamber of Books, president of Wolters Kluwer S.A. in Poland  
**Sonia Draga**, board member at Polish Chamber of Books, founder and owner of Sonia Draga Publishing Group

**11.30 – 13.00**

**Apex Room**

**National Hall Gallery**

### **Licensing Books to and from Poland - overview of the Polish market**

*The seminar is aimed at those interested in selling their books to Poland (hot trends on the market, the best way to approach acquisition editors, working directly vs. working via a subagent) and those wanting to explore the exciting world of Polish literature; where to find potential authors, which publishers to approach, how to obtain translation grants and more.*

**Speakers:** **Kamila Kanafa**, literary agent, co-owner of Macadamia Literary Agency  
**Sandra Sawicka**, literary agent and foreign rights manager in Marjacq Literary Agency

**11.30 – 12.30**

**Cross Media Theatre**

### **Digital Poland: New Trends in Publishing from The Witchers Homeland**

*The Polish publishing industry is not only about traditional books. Our inborn, national creativity and passion for new technologies have brought the Publishing Technologies from Poland (PubTechPoland) initiative to life. Its aim is to introduce to the world the joined forces of Polish publishing software companies. We believe that technology loves reading so the best way to present it is with direct references to all types of literature. Therefore, thanks to the Polish Book Institute, we will have an opportunity to show you the most interesting digital publishing solutions used by millions of readers/users worldwide every day. Join us at the Polish national stand 4B20.*

**Speaker:** **Marcin Skrabka**, CEO, goodbooks.pl





## Professional Programme - Wednesday 15 March 2017

**10.00 – 11.00**

**Apex Room  
National Hall Gallery**

### **How do we Promote Authors and Books in Poland?**

*Book promotion in Poland has a few distinctive features that are useful in communication between the author and publisher and the reader. Please come to find out about the biggest Polish book fairs, the most significant literary festivals (Conrad Festival, Milosz Festival, Big Book Festival, Literary Sopot and so on) and the best solution in book marketing.*

**Speakers:** **Piotr Dobrołęcki**, journalist, bookseller, publisher  
**Urszula Chwalba**, head of the Literary Department at the Kraków Festival Office, manager of the Conrad Festival

**11.30 – 13.00**

**Apex Room  
National Hall Gallery**

### **Experience from Poland: Children's Books and Educational Learning Resources Supported with Technology**

*A presentation of the Polish children's book market today with a brief look into the high quality books creative hubs, and numbers showing the scale of this segment on the market and its trends. SuperMemo World, one of the most renowned providers of digital education solutions globally, will present a learning tool allowing students to memorize thousands of facts and rules with almost 100% retention – SuperMemo.com. It is a universal ecosystem consisting of a web service and apps allowing to learn online or offline, with live synchronization of learning progress between different devices. A user-friendly place where students can create and share their own content for learning. In his presentation, Krzysztof Biedalak will show how SuperMemo's 25 years of experience in technology-based publications underpins the company's recent product.*

**Speakers:** **Maria Deskur**, Managing Director for Books in Egmont Poland  
**Krzysztof Biedalak**, CEO at SuperMemo World





**11:00 Learnetic: Adaptive, Personalized Learning and Big Data the Authoring Tool Which Starts It All.**

*The future of educational publishing goes far beyond regular content delivery. It is more and more about recognizing the students' needs and skills and the ability to provide individual learning paths and gather relevant data for monitoring the educational efficiency at all levels -from individual students up to national educational systems. This presentation will discuss the basic features and requirements for digital content and content creation tools in the context of today's challenges posed by adaptive and personalized learning methodology.*

**Speaker:** Artur Dyro, CEO - Learnetic

**11:30 Legimi: Legimi & Booklikes - the ebooks subscription service and community of book lovers**

*During the presentation we will share lessons learnt from a leading ebook subscription service in Central Europe and present what benefits publishers gain from promoting their titles in Booklikes community..*

**Speaker:** Mikołaj Małaczyński ,CEO, Legimi

**12:00 VM.pl: The Holy Bible as a cloud system. Code of Law text as a social service with access on every device and in every browser.**

*Since 2004 vm.pl has been creating solutions for publishers to earn money on digital products. The newest product delivered by vm.pl to the market is The Holy Bible cloud service prepared with Edycja Św. Pawła publishing house. Within this product users have the access to the most advanced engine based on the contents of The Holy Bible and commentaries. What is more, the solution is integrated with Facebook and Hangout. The Basic features are free of charge, some extra tools and content are available through numerical code entry. This Service, which is very popular with the Polish catholic society, is distributed with paper version of The Holy Bible. Additionally, Users have the possibility to obtain the electronic version separately.*

**Speaker:** Jakub Orczyk, Board Member, VM.pl

**12:30 Funmedia: Publishing e-learning content - How to reach 650 000 users in 2 years?**

*During the presentation I will talk about the experience and know-how necessary to gather a group of users willing to pay subscription fee for digital e-learning publications. I will tell you what particular digital elements are the easiest way to attract new customers and fully engage the existing ones. I will also tell you how a team consisting of linguists, native speakers and programmers has developed innovative e-learning language courses. They were all made on the basis of our authorial method and algorithm, successful in 52 countries.*

**Speaker:** Pawel Czerwony, Board Member, Funmedia



13:00

**PWN: Power of knowledge and innovation - Polish Scientific Publishers (WN PWN S.A.)**

*Since its establishment (in 1951), PWN has been a reliable and trustworthy source of knowledge. PWN wants to increase its active presence in new areas and create innovative educational solutions. PWN is the first publisher of encyclopaedia and dictionary multimedia products (in Poland). It is also the creator of the first e-book library IBUK Libra, which currently boasts over 25 thousands publications. The latest work of PWN, a platform for e-books designed for the blind and visually impaired - IBUK Libra Light is innovative on an international scale.*

**Speaker:** Natalia Michałek, Head of Web Projects and Databases Department

13:30

**Yellow Dot: Enrich your publishing with interactive animated K12 numeracy skills activities**

*High-quality e-learning activities that can be embedded in educational digital publications or promotional materials. A resource base of 500 activities facilitating numeracy skills practice, logical thinking and memory.*

**Speaker:** Karolina Serafin-Synowiec, Business Development Manager, Yellow Dot

