

**Bologna/Boston - November 16th 2010.**

**Tools of Change For Publishing TOC Bologna 2011.**

O'Reilly Media and the Bologna Children's Book Fair today announce the first Tools of Change for Publishing event at the Bologna Children's Book Fair. TOC Bologna will be a one day conference held on **Sunday 27 March 2011** in Bologna, focussing on digital and mobile technology. This new collaboration between O'Reilly Tools of Change and the Bologna book fair unites two well-known and professional event organisers to produce an inspirational conference. TOC Bologna will be a landmark event for children's publishers, agents, writers and international book people who are looking for the best speakers and insight into this new digital era.

*Andrew Savikas, VP of Digital Initiatives at O'Reilly Media:*

“O'Reilly's Tools of Change for Publishing events have helped define the agenda for publishers seeking to understand the impact of digital and mobile technology on reading and the business of publishing. The mobile web is driving fundamental changes in modes of reading and sharing, and few audiences will adopt those new modes more quickly than digital natives coming of age immersed in that mobile web. We're thrilled to be working with the Bologna Children's Book Fair to bring the TOC message to the children's book industry.”

*Roberta Chinni, Project Manager for the Bologna Bookfair :*

“The Bologna Children's Book Fair is the top meeting place for the children's book industry. We are delighted to be working with O'Reilly Media on this new conference. We aim to offer a lively and profitable debate on the issues that the industry is facing. It is fantastic to start 2011 with a conference about the digital book world so that we can explore the opportunities and challenges that lie ahead.”

*The Bologna Children's Book Fair is the most important international event dedicated to children's publishing and the multimedia industry. The 48th trade fair has over 1,200 exhibitors, coming from 67 countries. More than 20,000 people visit the fair each year. BolognaFiere is one of the leading European fair organizers.*

<http://www.bolognachildrensbookfair.com>

*For more than 30 years O'Reilly has been an active participant in the technology and publishing community, and has a long history of advocacy, meme-making, and evangelism. O'Reilly Media understands the impact technology has on businesses and is applying that knowledge to publishing. O'Reilly's Tools of Change for Publishing events are an inclusive meeting ground for exploring the options, a gathering place for the publishing community, and an unparalleled opportunity for in-person networking. Participants come away from TOC with the knowledge and inspiration to lead change within their own organizations.*

<http://www.oreilly.com>

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