



TOC Bologna Tools of Change – Bologna, 27 March 2011

Registration and a new programme for the first TOC Bologna conference goes live today with over 25 speakers from 7 countries. This new annual event unique in the children's book calendar marks the exciting era of digital publishing that is all around us. The way children receive, enjoy, play and share stories is changing and TOC Bologna sets out to bring a whole mixture of professional together for the first time to discuss and share the ideas and events that are changing before our eyes.

"We are delighted and thrilled to be hosting a TOC Bologna conference this year at the fair. We have had a lot of interest and discussion with many of our fair exhibitors and we think 2011 is the right year to launch this annual event. Things move very quickly in the digital world and we see changes that effect the whole industry - It's great to have this event focussed on children's stories and we hope for vibrant discussions and presentations on this new era for storytelling. Children's picture books for example will see new forms of educational/entertainment narratives coming through in new and magical ways. For the first time publishers will also be able to see many of the digital devices on the market and see software in action at a special digital storytelling stand we are building just for TOC Bologna" - Roberta Chinni The Bologna Children's Book Fair

"In the tradition of TOC NY and TOC Frankfurt, O'Reilly is excited to bring the best professionals in digital children's publishing to Bologna for this premiere event. TOC Bologna will offer publishers an opportunity to learn what digital pioneers are already doing, explore the options available in the marketplace, and discuss the myriad issues that digital publishing presents for publishers worldwide." -- Kat Meyer, O'Reilly Media

TOC Bologna will feature a global mix of speakers from the tech and publishing communities including: Kate Wilson of Nosy Crow, Scott Chambers of Sesame Workshop, Joe Schick of Baker + Taylor/Blio, Martin Salisbury of Anglia Ruskin University, Lisa Edwards from Scholastic Children's Books, Tom Conway from HarperCollins Children's Books, Cristina Mussinelli from the Italian Publishers Association, Dr. Christina Müller of PriceWaterhouse Coopers, Sindo Varela Diaz of HP Palm, and many others - as well as panels curated by the Bookseller and the Frankfurt Book Fair.

TOC Bologna takes place 27 March 2011, 9am - 6pm at Sala Topazio Palazzo degli Affari.

For more information: find us tocbologna.com