

## **BCBF 2018 EXPERIENCE MAKE THE MOST OF IT WITH APPS AND DIGITAL TOOLS!**

Professional visitors attending the annual Bologna Children's Book Fair from all over the world form an ever-growing digital community – passionate, faithful and engaged.

Just as the 55<sup>th</sup> edition of the event is about to open, its website registers over **1,000,000 views** with **115,000 unique users and over 85,000 registered users**. Thanks to the storytelling shared with users the whole year through, social media remains a point of reference for the international community of the industry, with over **40,200 active fans on Facebook, 9,500 followers on Twitter and 19,200 on Instagram** (the new, fast-growing touchpoint after Facebook).

During the fair, in addition to constant updates and live streamings, the BCBF experience becomes even more exciting with the BCBF events' APP.

The BCBF2018 APP is a free downloadable application inviting visitors and exhibitors to fully enjoy the entire trade fair experience with its countless meetings, events, initiatives, exchanges and opportunities.

Underground, surprise events are exclusively communicated through the app – workshops, vernissages, meetings with authors and illustrators, book signings and all the many special moments visitors can discover and share with the community of the BCBF app-users.

Over 150 events were already scheduled before the opening of the Fair. The APP will allow users –online and offline – to enjoy the following features:

- look up all the complete event catalogues and locate the presence of all exhibitors
- look up the official events programme at the Fair and downtown
- create your own list of favourites
- find all useful information to visit the Fair thanks to the map

With the APP, users will also be able to share content, images and videos on social media, bringing the enthusiasm and energy of the Bologna Children's Book Fair to the rest of the community.

The BCBF 2018 APP will be available on AppStore and GooglePlay as of Wednesday, March 21<sup>st</sup> 2018.

**BOLOGNA CHILDREN'S BOOK FAIR**  
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