

## **56th BOLOGNA CHILDREN'S BOOK FAIR 1-4 April 2019**

### **Make the BEST of the 2019 BCBF EXPERIENCE with the APP and the DIGITAL TOOLS**

Active players of the industry from all continents form the steadily growing, participating, passionate and faithful community of the annual Bologna Children's Book Fair.

As the 56th edition is about to open, the site of the Fair has been viewed **more than 1 million times, with 175.000 sessions and over 30.000 registered professionals**. The social networks, thanks to an all-year-round storytelling, are a confirmed point of reference for the international community, with over **48.000 active fans on Facebook, 10.900 on Twitter, 1.700 on LinkedIn, 32.000 on Instagram** (an increasing touch point for followers and interactions).

Once again this year during the Fair, in addition to constant updates and real time info on the website and social networks, the BCBF experience includes a precious professional tool: the **BCBF2019 APP**, downloadable for free, invites visitors and exhibitors to fully enjoy and share the entire experience of meetings, events, initiatives, exchange and opportunities.

Through the app, BCBF provides users with exclusive info on the **UNDERGROUND EVENTS**: unique experiences, absent from the official calendar of appointments, (workshops, exhibition openings, author and illustrator talks, book signings) are shared by exhibitors exclusively with the users who have downloaded the app. As the opening of the Fair is coming up, **over 150 events** are already **scheduled**.

With the APP, users can (even when offline):

- Look up all the catalogues of the fair and geolocate all exhibitors
- Look up the official program of events at the Fair and downtown
- Create a customized list of favourites
- Find all services and all useful information including the map of the Fair

APP users are also able to share content, images and videos on all main social media, bringing the enthusiasm and the energy of BCBF outside the BolognaFiere pavilions.

The BCBF 2019 APP is available on the AppStore and GooglePlay starting from the day before the opening of the Fair.

**BOLOGNA CHILDREN'S BOOK FAIR**  
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