

BCBF 2017 EXPERIENCE

**For the first time a dedicated app with links to exclusive underground events
On the eve of the inauguration of the Fair
there have already been 1,200,000 visits to the official site**

Professionals from each of the continents make up a community that is growing in number, participating with passion and loyalty towards the annual event of the Bologna Children's Book Fair.

On the eve of its 54th edition the Fair can already boast **1,200,000 visits to its website, 110,000 unique users and over 75,000 registered users**. The social channels, thanks to a form of storytelling that has accompanied users throughout the year, confirms the event as a reference point for the international community involved in the sector with **over 27,000 active fans of Facebook, 8,000 on Twitter and the same on Instagram**.

THE APP BCBF2017 HAS ARRIVED

During the days of the Fair, in addition to updates and live news on the website and social channels, the BCBF experience will include a further tool for information and sharing: **the event app**.

Appearing for the very first time the BCBF2017 app, which will be available for free, invites visitors to fully experience the Fair event with all of its meetings, appointments, initiatives, debates and opportunities.

Exclusively via the app BCBF will be presenting **underground events**, moments to discover that cannot be found in the official calendar. The exhibitors will share information about these workshops, opening parties, meetings with the authors and illustrators and book signing sessions solely with users that have download the app.

With the app visitors will also be able to perform the following activities offline:

- consult all of the event catalogues and use geo-location to locate individual exhibitors at the Fair
- consult the official programme of events at the Fair and the events organized in the city
- create a personalized list of favourites
- find all of the services and information useful for visiting the Fair including related maps

Via the app users will also be able to share content, images and video on the main social media channels and thus share the energy and enthusiasm for the BCBF beyond the pavilions of BolognaFiere.

The BCBF 2017 app will be available on AppStore and GooglePlay from Wednesday 29th March 2017.

Facebook.com /BolognaChildrensBookFair

Twitter.com /BoChildrensBook

Instagram /Bolognachildrensbookfair

#BCBF17