



BOOK INDUSTRY GUILD OF NEW YORK

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Book Industry Guild of New York (BIGNY)

March 2019 Event:

“Data to Dollars: How Publishers Use Social Media and Other Digital Footprints to Find Readers”

March 7, 2019

For Immediate Release

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New York, NY – On Thursday, March 14, 2019, The Book Industry Guild of New York (BIGNY) will host “Data to Dollars,” a panel on trending topics in consumer data mining and analytics practices for building effective book marketing and advertising campaigns.

Join the Guild for a lively discussion moderated by Jim Lichtenberg, founder of innovation and digital strategy firm, Lightspeed, LLC. Panelists include 2017 Publishers Weekly StarWatch Honoree Erika Seyfried, now Director of Content Services in Advertising and Promotion at the Random House Publishing Group; Christina Stanley, Associate Director of Client Training and Development at Penguin Random House Publishing Services; and Michial Miller, Account Manager at The NPD Group and Content Acquisitions Sales Specialist at the Ingram Content Group.

The speakers will cover book marketing in a world where companies regularly use digital footprints to build consumer profiles and sell everything from politics to unicorn food, “Bookstagram” as a formidable enough force to dictate elements such as cover design, and how publishers are responding to GDPR and other changes in data regulation.

The BIGNY session will be held at the Courtyard by Marriott Hotel, 231 West 54th Street, NYC. The speaking session will begin at 6:15 pm; a professional networking event will start at 5:15 pm.

Admission for the March 2019 BIGNY event and networking reception is \$45 for BIGNY members, available only as an online purchase; \$75 for nonmembers and all at-door purchases.

Event Information

Where

Courtyard by Marriott Hotel
Lower Level Meeting Space
231 West 54th Street
New York, NY 10019

When

Thursday, March 14, 2019. Beer, wine, and hors d'oeuvres at 5:15 p.m., program at 6:15 p.m.

Admission

\$45 for BIGNY members (online purchase only)

\$75 for nonmembers and all at-door purchases

All major credit cards are accepted online and at the door. Cash and checks are also accepted at the door.

For more information and online ticket purchase, go to www.bigny.org.



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Jim Lichtenberg began his involvement with book publishing in 1988, at the Association of American Publishers, where he rose from a marketing consultant to the VP of the College Publishing Division. In 1997, he founded Lightspeed, LLC, an independent consultancy initially focusing on digital strategy for publishers, printers, and technology solution providers. Two years later, Jim co-founded and directed the Digital Strategy Council of the Conference Board, supporting Fortune 500 companies in exchanging knowledge on the use of digital technologies for customer relations. Given that council’s success, in 2007, Jim became program director for the Board’s Council on Innovation. As a freelance correspondent, Jim has contributed articles on culture and technology to The New York Times, Publishers Weekly, Market Trends, and Publishing Research Quarterly. In 2015, Jim retired from active consulting and currently spends his time in the Hudson Valley writing poetry and fiction, and studying Jazz on the piano and saxophone.

Michial Miller is Account Manager at The NPD Group and Content Acquisitions Sales Specialist at the Ingram Content Group.

Erika Seyfried spearheads the in-house creative and advertising team, increasing campaign conversions in real-time as Director of Content Services for the Random House Group, a division of Penguin Random House. Previously, she had the pleasure of working on the Lena Dunham’s crowd-sourced YouTube series, NOT THAT KIND OF GIRL, as well as the marketing campaign for Pixar founder Ed Catmull’s CREATIVITY INC, inspiring New Yorkers with business advice prime for posting to social while waiting for the 6 train. Erika has worked in the publishing industry for over 11 years, was a 2017 Publishers Weekly Star Watch nominee, and believes there is little that a piece of chocolate cake can’t fix.

Christina Stanley is Associate Director of Training & Development for Penguin Random House Publisher Services, where she works with over 45 independent publishers. Christina has been with PRHPS for over nine years and prior to that, she spent seven years with Borders Group, Inc. before becoming a National Account Manager at both Macmillan and Oxford University Press working with BGI, Baker & Taylor, Books-A Million, Hastings, and Brodart.

Attachments

Photos of Jim Lichtenberg, Erika Seyfried, and Christina Stanley; Program Flyer (*please note change in NPD speaker*)

About the Book Industry Guild of New York (BIGNY)

BIGNY is a New York-based organization that serves the publishing industry and community. Since its inception in 1926, the Guild has provided professional development opportunities by hosting social and educational events, seminars, industry trips, and more. The Guild produces the annual New York Book Show, which celebrates outstanding achievements in book design and manufacturing.

Social Media Handles

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