



**Elsevier eBooks Forum at the
2014 Charleston Conference**

**November 5, 2014
5:00-7:30pm**

Decoding the new eBook Landscape

Time	Topic	Speaker
5:00-5:30	Registration/Cocktail networking	
5:30-5:35	Opening/Welcome	Catherine Gold Director of Marketing, North America, Research Solutions, Elsevier
5:35 – 6:05	What is the current norm? Challenges for content innovation.	Kirsten Chrisman Director Process & Content Innovation Books, Science & Technology, Elsevier
6:05 – 6:35	Case Study: Strategies in Selection, Acquisition and Discovery	Karen Rupp-Serrano Director, Collection Management and Scholarly Communications, University of Oklahoma
1. 6:35-7:00 2. 7:00-7:25	Panel: Analysis, Metrics and Strategies for Collections and Acquisitions	John Novak Head of Resource Acquisition, Sharing and Digital Scholarship, University of Nevada, Las Vegas Richard J.W. Zwiercan Access Resource Manager, University of Nevada, Las Vegas Jan Maxwell Collections Strategist, The Ohio State University Moderator: Cory Polonetsky Director of Marketing, eBooks, Elsevier
7:30-8:30pm	Closing remarks/Cocktail Reception	Catherine Gold