Draft Agenda:

**DAY 1**

**PLENARY AND PANELS**

**Registration and breakfast**

Welcome by Country Manager and Keynotes
Chair KPA; Founder WordAlive Publishers; Director Field and other Services; Chief Party, Tusome; Worldreader Co-founder.

Partners’ success stories: How the Digital Reading Programs has Accelerated Literacy and Learning
Second Chance Education Centre WRM; Robert Ouko Community Initiatives (Menara Primary School, Koru Public Library)

Break

Panel Discussion - How Digital Reading Programs Accelerate Literacy and Learning -Key Factors involved in Scaling Digital Reading Programs
Kenya Institute of Education; Founder and CIO Kytabu; Phoenix Publishers

**WORKSHOPS**

**E-READING PROJECT-SPECIFIC TRACK**

Introductions & Announcements

Worldreader Mobile Platform: Extending the reach of your program
In this session we will briefly introduce the Worldreader mobile applications and how you may use them as a lifelong learning tool.

Proof of Impact: Review of Results
Examine Worldreader’s impact through digital reading and how we address the needs of every reader segment.

Gender equity in education projects
Join the Executive Director of Camfed and Worldreader in a discussion of how innovation and technology are helping improve education and learning for girls.

A: Partner Sharing
Learn from fellow partners practical tips on designing, implementing, managing and sustaining a successful e-reading program in your school or library.

Discussion & End

**PUBLISHING AND CONTENT-SPECIFIC TRACK**

Introductions & Announcements

Worldreader 101
An overview on Worldreader and update on what we have been up to. What is a BLUE BOX, What is a BLUE PACK? How can publishers get more involved and their book sales?

Navigating Digital Rights
During this session we will cover digital right contracts and regulations that will help you to navigate the Brave New Digital World.

Digital Books Road Map for Libraries

B: Why Digital Reading?
Learn the benefits of an e-reading program and Worldreader’s e-reading solutions.

Digital Native Design Part 1
This practical session will explore frequently used software and approach as well as key design and editorial elements when creating EPUB and MOBI files.

Discussion & End

Futuristic with co-founders
This session share the role of Publishers in Worldreader’s long term plan.
Panel Discussion: How to Create a Culture of Reading
Director KNLS; Library Services, Goethe Institut; lifelong reader that might have a pre-reader, behavioral change expert in Africa, research/educational expert + Worldreader moderator

WORKSHOPS

E-READING PROJECT-SPECIFIC TRACK

Designing your E-reading Project
How do you design the most impactful e-reading school or library program? Learn more from Worldreader and other partners.

E-reading Integration
Best practices on how to effectively incorporate your e-readers and ebooks into your day to day classroom and library activities in order to maximize impact.

Growing your E-reading Program
Grow your e-reading program through tried-and-tested advocacy and fundraising tactics.

PUBLISHING-SPECIFIC TRACK

Digital Native Design Part 2
Take a glimpse of Worldreader’s digital production workflow and find out how we could improve our collaboration for more compelling results.

Metadata is the Missing Link Between You and Your Maximum Readership
This session will share best metadata practices. Improve your workflow with effective tools and strategies to ensure your books have the widest possible reach.

E-Reading Integration
Best practices on how to effectively incorporate your e-readers and ebooks into your day to day classroom and library activities in order to maximize impact.

Global Digital Publishing Trends and Aid Grants
This session will help organisations position themselves for funding, grants or cloud funding. A focus on global publishing trends with a focus on digital. What impact big aid grants might have on the industry.

Neither East, nor West; forward
How can educational initiatives, and particularly, e-education transcend physical barriers and foster access at a panAfrica level.

Prosperous Liaisons, Printollywood?
This session will explore how we can collaborate with film industry or other industries to create content.

Mobile Platform/Data: Getting to know our readers
Learn how Worldreader understands user behaviour and how it can help you know more about the readers using mobile devices to read your books.

Lunch -- Repair Hub Available

A: Measuring the Impact of your Program: Developing a Results Framework for your Project

B: Measuring the Impact of your Program: Data collection; measuring literacy gains. Worldreader presents tips and tools on how to develop a results framework and measure educational outcomes in your project

A: Program Sustainability
Worldreader gives an overview of how to sustain your program and impact including all the resources available in Worldreader’s Community of Practice. Refers to new sustainability guide.

B: Technology Refresher
Sharpen your knowledge on troubleshooting basic e-reading challenges in your schools and libraries. What is fixable and what is not.

Advertising to sell or advertising to sell, that is the question.
This session will address the objectives which online and traditional advertising can help you achieve: brand building, awareness, or sales, depending on your strategy and current presence.

Literary Agent
How can publishers influence the media to create room for literary discussions on Print, TV, Radio, Socialmedia.

Content Gaps: What Worldreaders Want to Read Next
Who are Worldreaders and what are their reading needs? We’ve combined data analytics, reader feedback and collection analysis to reveal content gaps that we hope your books can fill!

Closing Ceremony
Certificates of Participation, Closing remarks, Photos and Refreshments