

Virtual learning to improve the e-book publishing, promotion and accessibility
Bilbao, Spain 14th January 2014



www.e2project.eu

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PROGRAMME

h. 9.30 – 13.30

09:30 - 10:00

Registration

10:00 - 10:15

New skills for the publishing world: the E2 project

MARCO CIARROCCHI, For.Com.
Coordinator of E2 project

10:15 - 11:00

Experience in digital Media Market
ALBERTO MEDRANO

11:00 - 11:30

Coffee Break

11:30 - 12:15

Learning about the copyright issues

FATMA CIHAN AKKARTAL, Kalem Culture

12:15 - 13:00

How to make an efficient Media Marketing

MIGUEL BUSTOS, Mindresearch

13:00 - 13:30

Questions and discussion

13:30

Lunch and Networking