



2011 HIGHLIGHTS



2010 Annual Meeting



Mary Amicucci, VP Children's Books
Barnes & Noble



Nick Bilton, *NYTimes* lead
technology reporter

ECC Extreme Trivia Challenge!



The victorious team with Holly Black & Cassie Clare

Enhanced Online Presence



Facebook

- 800 “likes” and counting!
- NEW CCBA’s Facebook page



Twitter

- 1,200 followers since March 2011
- NEW Twitter Feed on CBC Home Page

CBC on **twitter**



judyblume : about an hour ago

Girlfriends- it depends on which addition of the book you read (Margaret).



LucyCAuthor : about an hour ago

OK, so the eye has turned kind of reddish now and looks like I've had really rough night. Least no one will mess with me and my tough eye!



bwkids : about an hour ago

Facebook giveaway alert! "Like" us by the end of Sept to win THE PRINCESS & THE PIG plus a silver pig princess charm! <http://ow.ly/6ph6b>

Follow @cbcbook on Twitter



Enhanced Online Presence

Revamped CBC Update



- New home page feature focuses on latest digital trends

BOLDFACE now bi-monthly
stand alone

B O L D F A C E
the early career newsletter

CBC Forum – “From the Teen’s Perspective”



Panels of Experts
Discussing Trends
in Publishing



CBC Forum – “From the Teen’s Perspective”



Brooke Tarnoff
(MTV Networks)

Sara Shandler
(Alloy
Entertainment)

Sabrina Rojas
Weiss
(MTV Networks)



CBC Forum – “From the Teen’s Perspective”

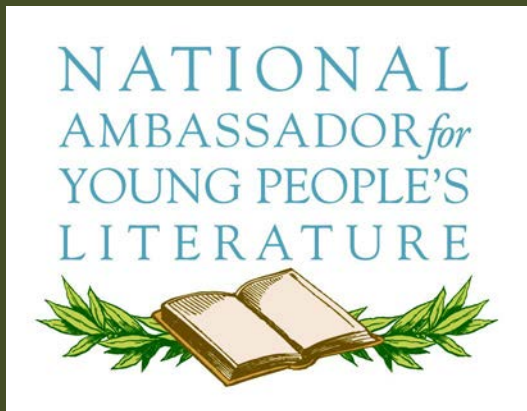


H. Jack Martin
(NYPL)

Lisa Von Drasek
(Bank Street College
of Education)



National Ambassador Program



“Read for your life!”



Katherine Paterson

Win-A-Visit with Katherine Paterson

Sebago, ME



NATIONAL
AMBASSADOR *for*
YOUNG PEOPLE'S
LITERATURE



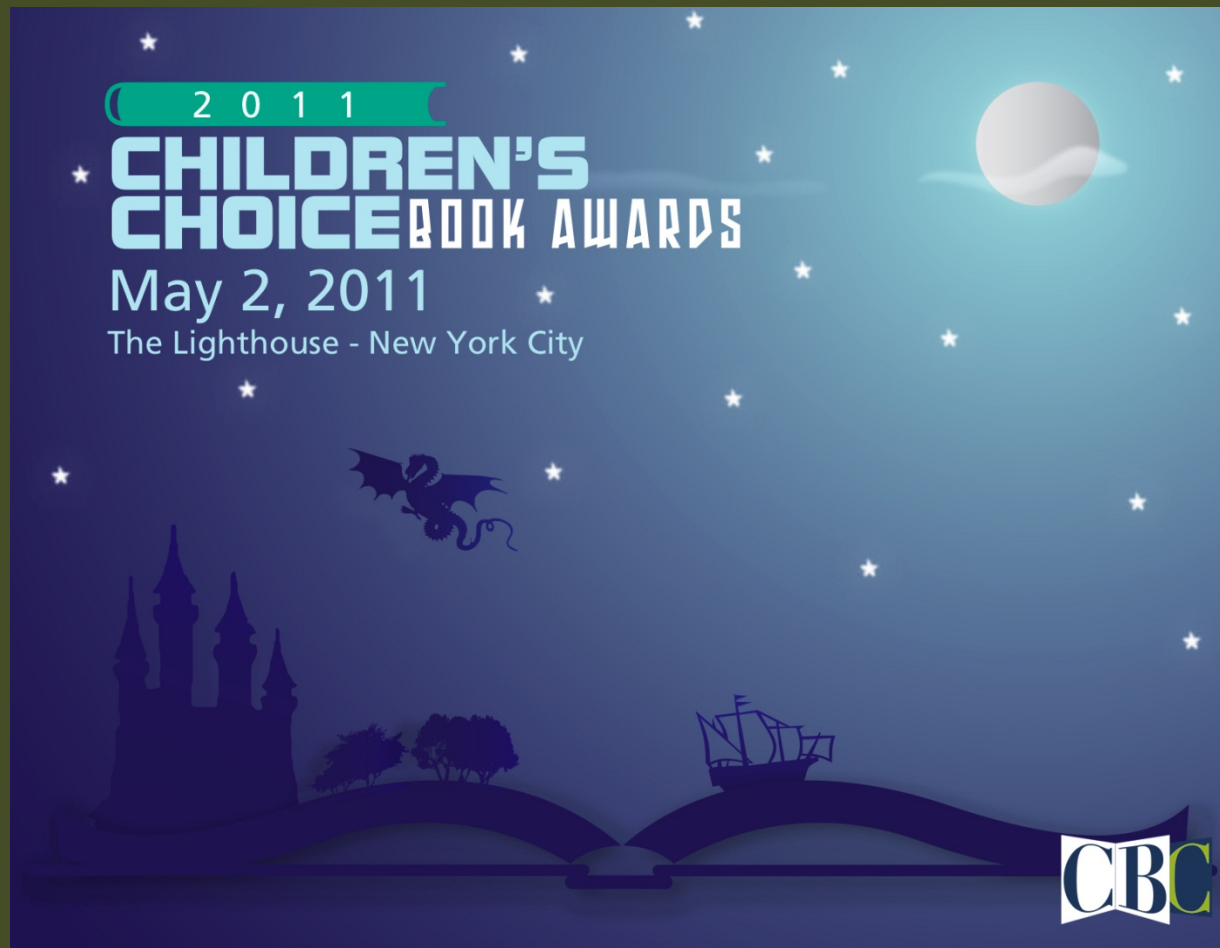
Children's Choice Book Awards

- Record-breaking 500,000 votes!
- Excerpts from finalists featured on Book Week Online
- Finalists read their books online via A Story Before Bed



Geoffreytron — Times Square

Children's Choice Book Awards Gala



Children's Choice Book Awards Gala



Host Jarrett Krosoczka



Jarrett & "Snooki"

Children's Choice Book Awards Gala



LeVar Burton and the Reading Rainbow Band

Children's Choice Book Awards Gala



Rick Riordan & Suzanne Collins

Children's Choice Book Awards Gala



Nick Bruel & Fans



Laurie Halse Anderson
David Levithan

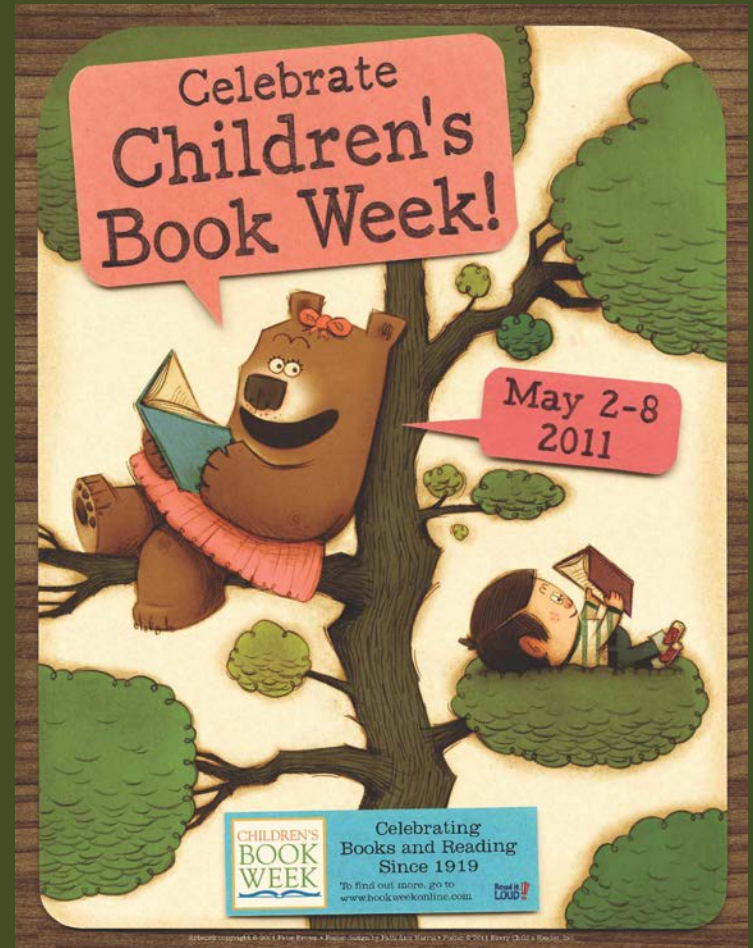
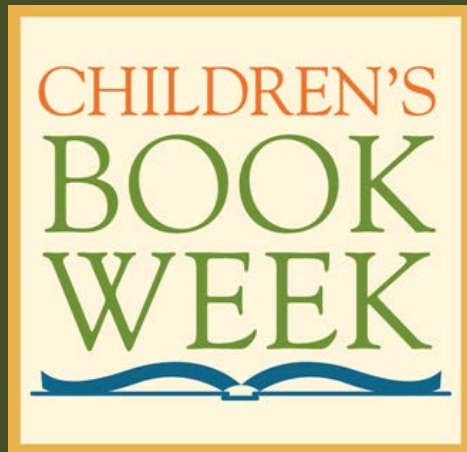
Children's Choice Book Awards Gala



David Weisner & Erin Stead

Children's Book Week 2011

- Official Events expanded to 25 cities nationwide!



Little Shop of Stories – Decatur, GA



DJ McHale

Politics & Prose – Washington, DC



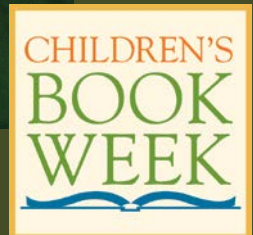
Robbin Gourley Brown



John Flanagan



Tattered Cover Bookstore – Denver, CO



Ladybug Girl Storytime

Hudson Children's Book Festival - NY



Nick Bruel



Artie Bennett

CHILDREN'S
BOOK
WEEK

Hudson Children's Book Festival - NY



Maryrose Wood



Clifford and Friend



BEA – Tea with Children's Authors



Judy Schachner

BEA – Tea with Children's Authors



Jerry Pinkney

BEA – Tea with Children's Authors



R.L. Stine

A wide-angle photograph of a large conference room filled with people. The room is carpeted and has large windows on the right side. Numerous round tables are arranged throughout the space, with people seated around them. In the foreground, several people are visible, including a woman in a white shirt and a man in a blue shirt. A large screen is mounted on the wall at the front of the room. The overall atmosphere appears to be a professional gathering or meeting.

BEA – Speed Dating with Children's Authors



Tahereh Mafi



Jon Klassen

BEA – Speed Dating with Children's Authors



Clete Smith



Laini Taylor

BEA – Speed Dating with Children's Authors



Jennifer Roy



Alan Katz

ECC – Harry Potter Trivia Night



The Sorting Hat



Team "That's So Ravenclaw"

ECC – Harry Potter Trivia Night



ECC Board



Team “Hallows Be Thy Name”

Co-Sponsored Projects

