

How to get 3 million children to fall asleep ?

如何哄三百萬孩子入睡？

Date 日期	:	20 / 7 / 2019 (Saturday 星期六)
Time 時間	:	6:00pm-7:30pm
Venue 地點	:	Meeting Rooms S222-223, HKCEC 香港會議展覽中心 會議室 S222-223
Language 語言	:	English 英語
Speaker 講者	:	Carl-Johan Forssén Ehrlin
Moderator 主持	:	Chip Tsao (陶傑)

Meet and greet the author at
8:30pm on 20/7 & 5:00pm on
21/7 at Book Depository's
booth 1C-B32

Time 時間	Programme 程序表
5:45pm – 6:00pm	Registration 登記
6:00pm – 7:15pm	<p>How to get 3 million children to fall asleep? 如何哄三百萬孩子入睡？</p> <p>Abstract 內容簡介</p> <p>The author of <i>The Rabbit who wants to fall asleep</i>, a global bestseller with over 3 million sold copies, had a vision of helping people around the world with his books. He worked on himself and on writing books that would make a real difference for people. A few years later he revolutionized the self-publishing industry by becoming a No. 1 Amazon bestseller in several countries at the same time, being self-published.</p> <p>Recently he once again became a No. 1 bestseller, this time in Japan, with his new children's book <i>Brave Morris – A week upside down</i>.</p> <p>Listen to a seminar with the Swedish author Carl-Johan Forssén Ehrlin when he tells about this amazing story and share some of his success keys with the audience.</p> <p>Come and get inspired to believe in your own writing.</p> <p>《想睡的兔子》是一本全球暢銷書，銷量超過三百萬冊，作者希望通過他的作品幫助世界各地的人。他致力於自己的事業和寫作，為人們帶來真正的改變。幾年後，他改變了個人出版行業，同時成為亞馬遜在幾個國家的第一暢銷書。最近，他新出版的兒童圖書《勇敢的莫里斯——顛倒一周》在日本再次登上了暢銷書榜首。</p> <p>瑞典作家 Carl-Johan Forssén Ehrlin 在研討會中講述了這個精彩的故事，並與觀眾分享了他的一些成功秘訣。來啟發自己，相信自己的創作吧！</p>
7:15pm – 7:30pm	Book Signing Session 簽書會

Organiser 主辦機構:



Sponsor & Partner 贊助及合作機構:



Remarks 備註

- Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Please pre-register online to secure your seat(s). 請預先辦妥網上登記手續預留座位。
- Registration Link 登記網址: www.hkbookfair.com/seminar_eng
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Speaker Profile 講者簡介

Carl-Johan Forssén Ehrlin



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Carl-Johan Forssén Ehrlin is the author of the bestselling bedtime story *The Rabbit Who Wants to Fall Asleep*, that started out as a self-published book and now is translated to 46 languages and sold over 3 million copies. *The Rabbit* book was the first self-published book ever to become a No. 1 Amazon bestseller, and in 5 different countries at the same. He recently released his latest children's book, *Brave Morris – A week upside down*, that immediately went up as a No. 1 Bestseller in Japan. Carl-Johan's passion for making the world a better place

shows in the type of books he writes, always aiming to create innovative solutions for day to day problems. Carl-Johan has an educational background with a bachelor degree in psychology, studies within communication and personal development. In his books he mixes science with his experience within coaching, teaching at universities and management groups. Carl-Johan is a humble author with a big heart.

Carl-Johan Forssén Ehrlin 是暢銷睡前小說《*The Rabbit Who Wants to Fall Asleep*》的作者，此書由他自行出版，現時被翻譯成 46 種不同語言，銷量超過 300 萬冊。此書是首次有自行出版的書籍登上亞馬遜暢銷書榜榜首，而且是在 5 個國家登頂。他近期推出了最新的兒童圖書《*Brave Morris - A week upside down*》，馬上便高踞日本暢銷書榜第一位。Carl 致力令世界變得更美好，因此他的作品大多是圍繞一些日常問題的解決方法。他曾修讀傳理與個人發展，亦擁心理學學士學位。他會在著作中結合科學與自身在大學和管理小組的培訓及教學經驗。此外，Carl 亦是善良和謙遜的人。