

The Independent Publishers Guild Annual Spring Conference 2018

7th to 9th March 2018
Crowne Plaza Heythrop Park, Oxfordshire

CONFERENCE PROGRAMME

Unless otherwise stated, Conference sessions are in the Conference Theatre, Crowne Plaza. Tea and coffee breaks are in the Ballroom

WEDNESDAY 7th MARCH 2018

10.30am Registration

Pick up your Conference pack and chat to your fellow delegates over tea and coffee

11.30am Train To Gain

Our popular Wednesday morning training sessions return to kickstart the Conference. Run by experts in their fields, these sessions will equip you with the know-how to sharpen up your publishing. Choose from a selection of options in each slot

Planning Your Business: Part One

This two-part workshop provides an opportunity to explore tactical and strategic options with consultant and experienced publisher **Tim Davies**. Tim will help members identify which routes might work best for their business, focusing in particular on sales, marketing, printing and print and ebook distribution. The sessions will be invaluable for start-up and small publishers in particular

Location: **Heythrop Park Boardroom**

OR

Writing Better Newsletters

E-newsletters can be a good way to build communities around your publishing, but they need to stand out from the crowd. Nosy Crow's **Tom Bonnick** and Osprey Publishing's **Richard Sullivan** provide top tips for perfecting the content, tone, length and frequency of your copy, measuring its impact and adapting to the demands of GDPR

Chair: **Jonathan Harris**, IPG President

Location: **Hanborough Room**

OR

The Rights Stuff

Want to fire up your rights activities? **Amy Joyner** provides a case study of Kogan Page's very successful trading strategies, and sets out

where rights opportunities might lie around the world for independent publishers in the years ahead

Chair: **Lynette Owen**, consultant

Location: **Stratford Room**

12.15pm **Planning Your Business: Part Two**

The second half of our workshop for emerging businesses seeking to hone their tactics and strategies

Location: **Heythrop Park Boardroom**

OR **Metadata Magic**

Metadata provides the building blocks of good publishing and marketing. Join EDItEUR's **Graham Bell** for some advanced-level advice about effective metadata production and subject classification systems including Thema

Chair: **Kathryn Earle**, Bloomsbury Publishing

Location: **Stratford Room**

OR **The Social Publisher**

As the world of communications changes, research suggests that only one in seven people trusts advertising and three quarters of everything viewed online in 2018 will be video-based. Consultants **Ashley Riley** and **Phebe Mason** show how, as traditional marketing diminishes, publishers can set social media strategies that build engagement and trust with consumers

Chair: **Alison Jones**, Practical Inspiration

Location: **Hanborough Room**

1pm **Lunch**

Our break for lunch provides the first of several chances to catch up with old friends, make new contacts and discover what our Conference exhibitors can do to help your business. Start completing your Exhibitors Passport to stand a chance of winning some terrific prizes

2pm **Conference Welcome**

Our plenary sessions get underway with a welcome from IPG chair and F+W Media managing director **James Woollam**

2.15pm **Success By Design**

Great design can be an important selling point for many independent publishers—but it has to go well beyond the covers of books. Expert designer and artist **Alan Moore**, author of *Do Design* from IPG member The Do Book Company, shows how beautiful design across a business' output can increase sales and stimulate creativity

3pm **Adapting To GDPR**

May's launch of the new General Data Protection Regulation (GDPR) will place strict new obligations on anyone handling people's data. IPG chair **James Woollam** outlines how F+W Media is preparing for

change and adapting its collection, storage and use of consumer data in particular

3.15pm **Conference Speed-dating**

New for 2018, this Conference feature gives you the chance to come face to face with some of the UK's best booksellers and publishing experts. From 3pm until 5.30pm, use our ten-minute slots to meet BDS, Blackwell's, BookBub, Bookspeed, Bookwire, Jo Forshaw, Gardners, Ingenta, Ingram Content Group, Magnezium, Nielsen Book, the Department for International Trade, Thomson-Shore and Waterstones

Location: **Mezzanine**

3.15pm **Break-out: Adventures In Audio**

With digital downloads booming, audio has been a fast-growing aspect of publishing in recent years. **Jo Forshaw**, one of the country's most respected audio publishers and now a consultant, explores the opportunities in the field for all publishers

Chair: **Kate Wilson**, Nosy Crow

OR **Break-out: US Opportunities For Academic Publishers**

The US can be a rich source of sales for academic and professional publishers, but market intelligence is crucial. Former president and chief executive of John Wiley **Mark Allin** and **Simon Ross** of Manchester University Press discuss transatlantic opportunities and how UK independents can compete for content and readers

Chair: **Oliver Gadsby**, Rowman & Littlefield International

Location: **Hanborough Room**

This session is kindly sponsored by Thomson-Shore

4pm **Coffee Break**

Another chance to chat and meet our Conference exhibitors over refreshments, supported by The Book Trade Charity

4.30pm **Break-out: Work Your Content**

Publishers have never had so many options for leveraging their content for commercial gain or finding new audiences. **Amy Joyner** of Kogan Page and **Chris Wold** from consultants 99 & Associates explore the options. They will discuss how to build strategies around the content you already hold in your backlist as well as important points to consider at the point of acquisition

Chair: **John Hudson**, Historic England

OR **Break-out: Start It Up**

Launching and growing a publishing business is a tough but hugely rewarding challenge. We bring together entrepreneurs **Martin Usborne** of Hoxton Mini Press and **Zeshan Qureshi** of the Unofficial Guide to Medicine to share some of the secrets for surviving and thriving in the early days of business

Chair: **Jonathan Harris**, IPG President

Location: **Hanborough Room**
This session is kindly sponsored by Ingenta

- 5.15pm Find Your Focus**
It is easy for independent publishers to feel snowed under by everyday tasks. Mindfulness coach and author **Michael Townsend Williams** suggests ways we can improve the quality of our working lives, reduce stress and achieve a good work-life balance via a 'well-doing' approach that balances strong productivity with healthy habits
Chair: **Alison Jones**, Practical Inspiration
- 5.45pm You And Your Business**
Our longstanding Conference tradition brings members together in small groups to discuss one another's businesses. It's a fun and informal way to get to know fellow members and deepen your knowledge of publishing
- 7pm Drinks And Dinner**
Join us for our very popular Wednesday night drinks reception, kindly supported by Publishers' Licensing Services, ahead of dinner. Don't forget to bring some cash to join our raffle in support of The Book Trade Charity

THURSDAY 8th MARCH 2018

- 9.45am Conference Welcome**
IPG Chair and F+W Media managing director **James Woollam** welcomes you to the second day of the Annual Spring Conference
- Keynote Speech: Amol Rajan**
Where does publishing stand in the modern media sector, and where do its opportunities and challenges lie? **Amol Rajan**, the BBC's media editor, former editor of the *Independent*, TV presenter and published author, surveys the landscape and considers where our industry is headed
- 10.30am Capitalise On AI**
Artificial Intelligence has the potential to transform creative industries. **Ed Newton-Rex**, founder of start-up Jukedeck, reflects on what publishing can learn from the use of AI in other sectors
- 11am Coffee**
Network, socialize and talk to our great range of Conference sponsors and exhibitors over the first of the day's coffee and tea breaks, supported by The Book Trade Charity. Don't forget to complete your Exhibitors Passport and enter our prize draw
- 11.30am Break-out: Selling Beyond The Book Trade**

Non-trade retailers offer important opportunities for trade and children's publishers to increase sales, grow brands and connect with new customers who may not be shopping in traditional bookstores. Join experienced publisher and consultant **Chris Wold** and Gardners' **Phil Edwards** to understand how publishers can meet the needs of this new breed of bookseller

Chair: **Amanda Ridout**

OR Break-out: State Of Play In Academic and Professional Publishing

A break-out dedicated to the big issues facing academic and professional publishers. Experienced IPG members **Sarah Caro** of Princeton University Press and **Alex Pettifer** of Edward Elgar Publishing discuss some of the opportunities and challenges on their radars

Chair: **Richard Fisher**, IPG academic and policy correspondent

Location: **Hanborough Room**

OR Break-out: State Of Play In Education

With the educational publishing sector in a constant state of flux, staying on top of trends and developments is vital. **Alex Sharratt** of John Catt Educational, shortlisted for this year's PLS Education Publisher of the Year Award, shares a case study of his company's strategic approach to the market

Chair: **Ruth Jones**, Ingram Content Group

Location: **Stratford Room**

12.15pm Break-out: Growing Sales In Academic and Professional

Tips from the top for academic and professional publishers seeking to grow their sales from two IPG members: Class Professional's **Lorna Downing** and Emerald Publishing's **Caroline Summers**

Chair: **Ken Rhodes**, NBN International

OR Break-out: View From The Booksellers

In this trade-focused break-out, the Booksellers Association's **Meryl Halls** outlines how publishers and booksellers can collaborate to mutual benefit, while **Sheila King** of Chapters Bookshop in Stafford tells us about plans for the Independent Booksellers Alliance

Chair: **David Graham**, Pavilion Books

Location: **Stratford Room**

OR Break-out: Building A Brand In Children's Publishing

Establishing a brand that resonates with children, adults, retailers and authors alike can help children's publishers create a buzz around new books, grow backlist sales and weather market challenges. **Ed Ripley** tells us how Walker Books achieves it

Chair: **Alison Jones**, Practical Inspiration

Location: **Hanborough Room**

1pm Lunch

Time to reflect on the morning, mingle with fellow members over some food and drink and meet more of our exhibitors

- 2pm** **Keynote Speech: Ken Clarke MP**
Ken Clarke MP, one of the UK's most significant political figures of recent times, addresses the Conference on issues including the outlook for the economy and the impact of Brexit on business. An MP for nearly five decades and a major cabinet player in roles including Chancellor, Home Secretary, Education Secretary and Health Secretary, he has more recently been known for his pro-European views, and is sure to stimulate the thinking of all IPG members
Chair: **Jonathan Harris**, IPG President
- 2.45pm** **Reinvigorating The Brand**
Long-established brands need to keep evolving if they are to stay in tune with their markets. Leaders from two widely respected publishing names, **Emma Hopkin** of Bloomsbury Publishing and **Sanphy Thomas** of SAGE Publishing, discuss how to reinvigorate a brand without losing its essence
Chair: **Jonathan Harris**, IPG President
- 3.30pm** **Break-out: The Big Academic Library Trends**
Understand the latest trends in library acquisitions around the world and work out how to adapt your publishing and marketing accordingly with the help of ProQuest's **Bob Nardini**
Chair: **Richard Fisher**, IPG academic and policy correspondent
- OR** **Break-out: Better Ebook Marketing**
Leveraging print content in e-formats can increase your exposure and achieve incremental sales. **Annie Stone** of ebook platform BookBub reviews the many marketing openings available to trade publishers now, and considers the impact of price promotions in particular
Chair: **Amanda Ridout**
Location: **Hanborough Room**
- OR** **Break-out: Selling With Children's Booksellers**
The children's sector has been a big growth area in publishing for several years now, and Blackwell's has been among the retailers leading the way with effective promotions and events. **Dean Drew** and **Charlie Bush** explain what independent publishers can do to help continue the momentum
Chair: **Kate Wilson**, Nosy Crow
Location: **Stratford Room**
- 4pm** **Tea Break**
Talk to our exhibitors and complete your Passport
- 4.30pm** **Learning From The Corporates**
From editorial strategies to marketing to HR, even the smallest independent publisher can learn something from the work of big

multi-nationals. **David Shelley**, who started in publishing as an editorial assistant at IPG member Allison & Busby and is now CEO of Hachette UK, provides a unique perspective from both sides of the corporate-independent fence and discusses what independents might do to further improve their businesses

Chair: **David Graham**, Pavilion Books

5pm

Opportunities Down Under

Australia presents ample sales potential for UK publishers of all types, but it is important to understand the country's special publishing, bookselling and distribution landscape. Ingram Content Group's **David Taylor** gives us a whistlestop tour

Chair: **James Woollam**, F+W Media and IPG Chair

5.15pm

Retailers Of The Future

Bookselling is changing fast, and retailers are starting to be governed by complex systems and algorithms. **Adeola Ogunwole** of ecommerce experts ChannelAdvisor shares a vision of future retail, helping us to understand how platforms deploy technology to increase sales, and how they impact on publishing issues like data feeds and pricing

Chair: **James Woollam**, F+W Media and IPG Chair

5.45pm

Conference Closes

7pm

The IPG Independent Publishing Awards Gala Dinner

Time for the 12th annual Independent Publishing Awards, presented by writer, academic and broadcaster BBC's **Harriett Gilbert**, including the crowning of our Ingram Content Group Independent Publisher of the Year. Good luck to all IPG members on the shortlists!

FRIDAY 9th MARCH 2018

10am

The IPG AGM

Join us for our short Annual General Meeting as we reflect on the last year in the life of the IPG and ahead to the rest of 2018 and beyond. We will be reporting on our activities, electing our officers and welcoming input from all members. ***Please note: IPG members only***

10.30am

Coffee

A last chance to network before departure. See you in 2019!