

## Conference Programme

*Unless stated otherwise, all sessions take place in the theatre*

- 9.30am**     **Welcome and Keynote: Sam Conniff Allende**  
Conference chair and IPG President **Jonathan Harris** welcomes delegates and introduces our keynote speaker: social entrepreneur, author and consultant **Sam Conniff Allende**. The founder of content and marketing agencies Don't Panic and Livity and author of *Be More Pirate*, Sam shares his unique perspective on the creative industries and sets out how a start-up mentality and a rule-breaking attitude can give businesses the edge
- 10.15am**     **Leading From the Front**  
Leaders of three long-established but forward-thinking publishers discuss the recent histories of their businesses and how they keep their brands and operations fresh. **Stephen Page** of Faber & Faber, the current Ingram Content Group Independent Publisher of the Year, explains how to manage change; **Chris Bennett** of Cambridge University Press explores how to bring a revered academic publisher up to date, both in the UK and globally; and **Nicola Osborne** discusses the growth of Usborne and how an expanding business sustains its sales, reputation and culture
- 11.30am**     **Coffee Break**  
Network with fellow members and meet the companies in the Exhibitors Zone of the Conference
- 12pm**         **Break-out: Meet the Trade and Children's Retailers**  
Hear direct from a trio of experienced and influential booksellers in this break-out session dedicated to hot topics in retail. **Peter Saxton** of Waterstones, **Phil Henderson** of Blackwell's and **Tamara Macfarlane** of London independent Tales on Moon Lane tell us how independent publishers and bookshops can work together to mutual benefit
- OR**             **Break-out: Meet the Academic Retailers**  
This parallel retail-focused break-out discusses the big issues in academic and professional bookselling. **Gareth Hardy** of Blackwell's and **Peter Lake** of John Smith are the experts discussing some of the current challenges and future opportunities for retailers and publishers alike
- 12.45pm**     **Agile Thinking in Publishing**  
Updating a longstanding business can be challenging for everyone involved. **Jeremy Yates-Round** of Haynes Publishing explores how his specialist consumer publisher has used agile thinking and data to manage change
- OR**             **Selling to the Gift and Visitor Markets**  
How can publishers of illustrated non-fiction content make the most of the gift and visitor markets? **Lewis Dawson** of Bookspeed, whose customers range from Oliver

Bonas to Westminster Abbey and everything in between, tells us what these retailers want and how to build sales in these markets

**1.15pm**

**Lunch**

Catch up with old friends, make new ones and talk to our range of Conference exhibitors

**2.15pm**

**Making an Impact on a Shoestring**

The Led By Donkeys collective has made a huge splash with its Brexit-related marketing campaign. In this session co-founder **Ben Stewart** reveals how the audacious initiative snowballed with the help of crowdfunding and creative thinking, and shares marketing lessons for all businesses to learn

**2.45pm**

**Break-out: Sounding Out the Audio Market**

With audiobook sales continuing to soar, this break-out considers the most significant opportunities and challenges facing publishers now, with the help of **Carla Herbertson** of Zebration, **Videl Bar-Kar** of Bookwire and **James Faktor** of USound

**OR**

**Break-out: Tackling Turnarounds**

All publishing businesses need a breath of fresh air at some point. In this break-out **Sam Richardson** relates how he steered the remarkable revitalisation of SPCK, three-time winner of the Specialist Consumer Publisher of the Year Award at the Independent Publishing Awards

**OR**

**Break-out: Working With Libraries**

What can academic and professional publishers do to optimise their relationships with libraries and serve their communities better? This session takes a timely review of the different stages of the supply chain with input from Kogan Page's **Rex Elston**, Jisc's **Liam Earney** and library wholesalers Askews and Browns

**OR**

**Break-out: Access All Areas?**

Publishing has been working hard to improve its accessibility to people from under-represented communities, but much more remains to be done. **Josie Dobrin** of Creative Access shares thoughts on steps publishers can take to become more representative of society, and **Rik Ubhi** of Zed Books discusses ways to attract more people from BAME backgrounds as both publishing professionals and book buyers

**3.30pm**

**Tea Break**

Another chance to network and learn how our Conference exhibitors can support your business

**4pm**

**Break-out: Driving Diversity in Children's Books**

After BookTrust research revealed that fewer than 6% of published authors and illustrators were people of colour, its director of children's books **Jill Coleman** joins us to talk about BookTrust Represents and its work to increase the diversity of children's book creators

**OR**

**Break-out: All Systems Go**

Publishing management systems can help to streamline workflows, sharpen up metadata and improve productivity—but selecting the right one and optimising it for your business is crucial. Speakers are **Dave Hyman** from Booksonix and Bradbury Phillips' **Marilyn Cresswell**

- OR**                    **Break-out: Keeping up with Change in Academic Publishing**  
At a time of great upheaval in the academic sector, this session takes a tour of the big opportunities and threats. Joining us are leaders from three university presses, **Sarah Caro** of Princeton, **Anthony Cond** of Liverpool and **Lara Speicher** of UCL; and, with a perspective from beyond universities, **Gurdeep Mattu** of Rowman & Littlefield International
- OR**                    **Break-out: Funding for Growth**  
A break-out session for publishers seeking to take their business to the next level. With the help of **Jon Barton** of fast-growing Vertebrate Publishing, we will consider some of the options on the table, including external investment, bank support and management buyouts
- 4.45pm**            **Reaching the Arab World: Developments in Sharjah's Publishing City**  
As Sharjah continues to invest in helping publishers get their content into the Arab World, **David Taylor** of Ingram Content Group provides an update on the latest developments in print book distribution
- 5pm**                    **Publishing and Climate Change**  
With more and more organisations in the creative industries declaring a climate emergency, pressure is mounting on the publishing sector to take its own stand. But what should a plan of action look like, and how can virtue signalling be avoided? This session will seek some of the answers with the help of the co-founder of Extinction Rebellion, Clare Farrell.
- 5.20pm**            **The Latest From PLS**  
Through its collective licensing and permissions platforms, Publishers' Licensing Services has provided publishers with record revenues in the last year. In this session we will have a glimpse of innovations to come from both PLS and partner organisation the Copyright Licensing Agency
- 5.35pm**            **Surprise Speaker!**  
The Autumn Conference ends on a high note with a rousing session from a special guest to send us home inspired and motivated!
- 6pm**                    **Conference Wrap and Drinks**  
IPG President **Jonathan Harris** returns to wrap up the day. Stay with us to network and socialise at our drinks reception, which will include recognition for one of the greats of our industry with the presentation of the 2019 IPG Patrons' Lifetime Achievement Award