

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
- 10.20am** **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
Chair: **Jonathan Harris**, IPG president
- 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
Chair: **Sarah Beal**, Muswell Press
- 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
Chair: **Helen Kogan**, Kogan Page
Location: Regents Park 5, 6 and 7
- 12.45pm** **Break-out: 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
Chair: **Oliver Gadsby**, Rowman & Littlefield International

OR **Break-out: 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
Chair: **Phil Turner**, Meze Publishing
Location: Regents Park 5, 6 and 7

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 Bradbury Phillips' **Marilyn Cresswell** and Stison's **Alex Murphy**
Chair: **Graham Bell**, EDItEUR
Location: Hyde Park 6 and 7

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
Chair: **Jonathan Harris**, IPG president

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 ZebraLution, **Videl Bar-Kar** of Bookwire and **James Faktor** of USound
Chair: **Amanda Ridout**, Boldwood Books

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 Browns Books for Students' **Ashley Stafford**
Chair: **Ken Rhodes**, Eurospan
Location: Regents Park 5, 6 and 7

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
Chair: **Suzy Astbury**, Inspired Selection
Location: Hyde Park 1

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

Chair: **James Woollam**, David & Charles

Location: Hyde Park 6 and 7

3.30pm

Tea Break

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

4pm

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

Chair: **Richard Fisher**, IPG

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

Chair: **Jim Smith**, Globe Law & Business

Location: Regents Park 5, 6 and 7

OR

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

Chair: **Tom Bonnicksen**, Nosy Crow

Location: Hyde Park 6 and 7

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

Chair: **Martin Casimir**, Maths – No Problem!

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**.

Chair: **Edward Milford**, IPG

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 **Sarah Faulder** of PLS and **Eela Devani** of partner organisation the Copyright Licensing Agency

Chair: **Jonathan Harris**, IPG president

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!

Chair: **Jonathan Harris**, IPG president

6pm

Conference Wrap and Drinks

IPG President **Jonathan Harris** wraps up the day and announces the recipient of the 2019 IPG Patrons' Lifetime Achievement Award. Stay with us to network and socialise at our drinks reception