

Conference Programme

Unless stated otherwise, all sessions take place in the Guy-Whittle Auditorium

9.30am Registration and Breakfast

Start your day at the Conference with breakfast, coffee and networking

10.15am Welcome

Conference chair and IPG president **Jonathan Harris** sets the scene for the sessions to come

10.30am Keynote: Richard Huntington

The Conference kicks off with a keynote on branding from Saatchi & Saatchi London chairman and chief strategy officer **Richard Huntington**. One of the UK's leading experts on branding and communications, and founder of his own lifestyle retail start-up Bleak House, Richard will show how all publishers can improve their brand and marketing, regardless of size, specialism or budget

11.15am Going Live and Mobile with Facebook

As social media and video both become ever more important to publishers' marketing efforts, Facebook holds a key to unlocking audiences. Its director of agency partnerships **Ed Couchman** joins us to explain how independent publishers can make the most of services like Facebook Live to stream content from authors, books or other sources, and shares tips for optimising marketing on mobile platforms.

11.45am Breakout: Meet the Independent Booksellers

With the support of the Booksellers Association, the IPG has been delighted to invite 30 brilliant independent booksellers to this year's Autumn Conference. In this session we will hear about trends and issues among IPG members' counterparts in bookselling. It will be followed by an entertaining report from two participants in the BA's Shop Floor initiative.

OR Breakout: Independent Publishing Excellence: A Case Study

Richard's theories on branding are followed by a case study of publishing excellence. **Tim Williams** of Edward Elgar Publishing, named Fox Williams Independent Publisher of the Year at this year's IPG Independent Publishing Awards, tells how the company has built its publishing brand.

12.15pm Making the Most of Freelancers

The Harbottle & Lewis Independent Publishing Report shows that nine in ten IPG members use freelancers in some capacity. But do we make the most of them? **John Bond** of publishing services provider White Fox suggests new ways to use freelancers across publishing, and ideas for balancing their contribution with the work of in-house teams so that everyone stays happy and productive

- 12.30pm** **A Guide to Governance**
All ambitious companies need good governance, and this session sees the vastly experienced publisher and IPG Patron **Martin Woodhead**, chairman at Burleigh Dodds Science Publishing, share tips for achieving it. Martin will outline what independents need to consider, how to recruit non-executive directors and ways to build great relationships between management and boards
- 1pm** **Lunch**
Network with your fellow members and talk to the great companies exhibiting at the Autumn Conference
- 2pm** **Pitching your Film and TV Rights**
The popularity of Netflix, Amazon Originals and other platforms has given publishers in trade, children's, specialist and other sectors some exciting new opportunities to exploit their content. But how can you get your books in front of the film and TV execs that matter? **John Lomas-Bullivant** of Kickback Media gives us some of the secrets of making a great pitch
- 2.15pm** **Making the Most of the IPG Skills Hub**
Earlier this year the IPG launched the new Skills Hub for members with a host of great training resources. Nosy Crow's **Tom Bonnick** and Bloomsbury's **Nina O'Reilly** discuss some of its best professional development content and how the Skills Hub can help all members to become better publishers
- 2.30pm** **Breakout: Sell More Through Newspapers**
National newspapers not only provide invaluable exposure for books—they can sell them in impressive quantities too. **Nick Sidwell** of the Guardian Bookshop and **Leena Normington**, formerly of Telegraph Books, come together to explore how independent publishers can take full advantage of the influence and reach of the press
- OR** **Breakout: Deepening Diversity in Children's Publishing**
Publishing has been working hard to improve diversity lately—but much more remains to be done. **Janetta Otter-Barry**, formerly of Frances Lincoln Children's Books and now with her own Otter-Barry Books start-up, gives us a case study of diversity in action
- OR** **Breakout: Managing Change in Academic Publishing**
As change continues to sweep publishing, companies need to constantly review their strategies and innovation. **Mandy Hill** of Cambridge University Press provides a case study of her company's approach to change management in the fast-moving world of academic publishing
- 3.00pm** **Unlocking the Global Supply Chain**
With Brexit's impact on the supply chain, this timely session will cast expert eyes over important issues including exchange rates, pricing and returns. **David Taylor** of Ingram Content Group, fresh from its acquisition of NBN International, joins us to discuss how Ingram is deploying its print on demand technology to reengineer both wholesaling and third party distribution and the impact that this is having on the global supply chain
- 3.30pm** **Tea break**
Enjoy refreshments and another opportunity to learn how our exhibitors can help your business

- 4pm** **Breakout: How to Get Your Books on the Radio**
Radio 4 has a host of great publicity opportunities—but what can publishers do to take advantage of them? The station's hugely experienced books editor **Di Speirs** passes on some tips for getting titles featured in popular slots including Book of the Week, Book at Bedtime, Open Book and Book Club
- OR** **Breakout: The Outlook for Higher Education**
How can academic publishers best serve the Higher Education market? **David Kernohan** of online Higher Education community Wonkhe joins the IPG's academic and policy correspondent **Richard Fisher** to discuss recent developments in universities, the impact of the Teaching and Research Excellence Frameworks and the possible consequences of Brexit in academia
- OR** **Breakout: Selling to Overseas Schools**
Schools are vital to the success of educational publishers, but budget cuts and curriculum changes make the market tough at the moment. **Diane Glass** of the ISC Research firm discuss how publishers can overcome challenges and grow their sales to schools overseas
- 4.30pm** **Keynote: The Future Laboratory**
The Conference concludes with a fascinating future-gazing session on workplaces from research and forecasting agency **The Future Laboratory**. It will be a lively guide to changes in our working environments, including impacts of technology, the demands of younger generations and changing attitudes towards work-life balance
- 5.30pm** **Conference Wrap and Drinks**
IPG president **Jonathan Harris** wraps up the day. Stay with us for drinks and discussion