

The IPG 2024 Spring Conference Programme: Sustainable Growth

TUESDAY 27 FEBRUARY

8.30am Registration

Enjoy coffee and breakfast in our Exhibitors Zone

8.45am Bring a book breakfast

New to the Conference or want to get to know your fellow IPG members better? Join this optional 30-minute ice-breaker to swap stories, advice and a favourite book!

9.30am Welcome

IPG Chair and Batsford Books managing director **David Graham** opens the Conference with a quick guide to the day

Keynote: Sophy Thompson

Thames & Hudson CEO and publisher **Sophy Thompson** shares the factors behind the illustrated publisher's eye-catching recent domestic and global success

Location: Theatre

10.15am Sector keynotes

Trade keynote: Rebecca Gray

Profile Books capped an excellent 2023 by topping the Christmas bestseller lists with GT Karber's *Murdle*, published by its Souvenir Press imprint. Managing director **Rebecca Gray** takes us inside the success story and discusses some of the big opportunities and challenges facing trade publishers in 2024

Chair: **David Graham**, Batsford Books and IPG chair

Location: Theatre

OR Academic and professional keynote: Mandy Hill

Cambridge University Press & Assessment's managing director for academic publishing **Mandy Hill** takes a close look at big issues for the sector this year, including the trajectory and future of the Open Access model

Chair: **Richard Fisher**, IPG

Location: Regents Park 5, 6 and 7

OR Children's keynote: Sarah Mears

EmpathyLab co-founder **Sarah Mears** tells the story of the charitable social enterprise dedicated to promoting empathy in young people through books and education. She introduces its partnerships with

children's publishers, authors and illustrators and its own publishing, and suggests ways for independent publishers to start their own empathy-led missions

Chair: **Shannon Cullen**, Quarto

Location: Hyde Park 6 and 7

OR **Education keynote: Gilbert Jolly**

This keynote reviews the education technologies and digital learning models that are creating the school and college classrooms of the future. **Gilbert Jolly**, director of Jolly Futures and a teaching software expert, is our guide to changes, challenges and prospects for print and digital content. He also shares a prototype experiment of the use of AI to enhance personalised learning

Chair: **Martin Casimir**, consultant

Location: Hyde Park 3

11am **Coffee break**

The first of several opportunities today to get some refreshments and meet publishing's best suppliers and service providers in our Exhibitors Zone

11.30am **Keynote: Chris Bryant**

With the General Election looming, this keynote explores what lies in store for publishing and business. Sir **Chris Bryant** MP, shadow minister for the creative industries and digital, surveys the landscape, discusses big topics including AI and tells us what a Labour government would mean for independent publishers

Chair: **David Graham**, Batsford Books and IPG chair

Location: Theatre

12.15pm **Publishing, copyright and AI**

Mary Elliott, **Scott Steinberg** and **Chien-Wei Lui** of Fox Williams provide an important legal overview of AI and copyright and set out the big considerations and risks for publishers. From content acquisition and creation to promotion and protection, they explain the legal lifecycle of AI in publishing and look ahead to future changes, with practical takeaways to apply to your organisation. *This session also previews the IPG's forthcoming Publishing AI Legal Workshop with Fox Williams*

Chair: **Oliver Gadsby**, IPG president

Location: Theatre

1pm **Lunch**

Time to enjoy some good food, network with fellow delegates and chat to our Conference exhibitors

2pm **Keynote: where next for social media?**

Social media is evolving and fragmenting at speed, with some established platforms fading and new ones bringing more disruption.

Social media experts **David Schneider** and **Ella Higgins** of That Lot

help us understand where publishers and books play best. They also offer guidance on issues and opportunities to consider in engagement and promotion strategies, show how to reach social media influencers and podcasters, and answer questions

Chair: **Oliver Gadsby**, IPG president

Location: Theatre

2.35pm Insights from Ingram

Popular Conference speaker **David Taylor** returns to share Ingram Content Group's whistlestop guide to key publishing trends around the world, with the focus on identifying growth opportunities for independents

Location: Theatre

2.50pm The value and future of collective licensing

Collective licensing is a great way to generate income for the secondary use of your content and protect your Intellectual Property. **Tom West**, the new chief executive of Publishers' Licensing Services, explains its enduring value and importance, and updates us on important licensing developments around text and data mining and AI

Location: Theatre

3pm Streams

The latest from TikTok

Matthew Perry of TikTok provides the latest insights and plans from the all-powerful BookTok phenomenon. He provides a recap of sales trends from 2023, looks forward to new initiatives for 2024 including exclusives and Shop Tab, and explains how independent publishers can make the best possible use of the TikTok platform

Chair: **Rik Ubhi**

Location: Theatre

OR Professional masterclass: Fink Publishing

Experienced publisher and former IPG President **Jonathan Harris** introduces legal qualifications specialist Fink Publishing. He tells the story of its rapid growth in the UK and overseas, and explains how technology is helping it make the most of its growing list

Chair: **Kimberley Williams**, Princeton University Press

Location: Regents Park 5, 6 and 7

OR Story of a start-up: Roll And Play Press

Kay Lubwika Bartlett and **Sam Bartlett**, co-founders of gaming-related publisher Roll and Play Press, chart the emergence of their business, from lightbulb moment and crowdfunding to growing sales and expanding the publishing programme

Chair: **James Kellow**, consultant

Location: Hyde Park 6 and 7

3.45pm Tea break

The final chance of the day to discover how the businesses in our Exhibitors Zone can make your own organisation even better

4.15pm Streams

Reduce, reuse, recycle: sustainability through innovation

This Conference session looks at reducing environmental impacts at three key stages of a book's life: printing, distribution and retail. We get solutions and case studies of good practice from **Sarah Walden** of online retailer World of Books, **Zoe Seaton** of Sage Publishing and **Chris Hobbs** of printer Hobbs. **Amanda Ridout**, chair of the IPG's Sustainability Action Group, adds an update on the progress of our initiatives around printing and the end-of-life treatment of books

Chair: **Amanda Ridout**, Boldwood Books

Location: Theatre

OR

Sustainable growth in academic publishing

Sally Wilson, VP publishing at leading academic publisher Emerald, talks about developments at the business. She explains how publishers can combine local focus with global ambitions and generate sustainable long-term growth, and covers wider issues in the academic sector, including publishing models, paywalls and diversity, equity and inclusion

Chair: **James Waller**, Sage Publishing

Location: Regents Park 5, 6 and 7

OR

Turning it up in audio

As more and more publishers seize the opportunities to reach new buyers via audiobooks, Bookwire's **Videl Bar-Kar** and **Marzia Ghiselli** join us for an overview of developments in the area. They have tips for successful audio production and promotion strategies and ideas for using digital technology to support discoverability and sales

Location: Hyde Park 6 and 7

5pm Streams

Smarter data through AI

Dick Warner of Class Legal and Medical introduces **Srin Madipalli**, tech advisor, investor and founder of AI-led venture studio People & Robots, to demonstrate how AI can be used to monetise your content, train in a closed environment, and exploit opportunities

Chair: **Helen Kogan**, Kogan Page

Location: Theatre

OR

Bookseller's Question Time

This session welcomes **Hazel Broadfoot**, owner of Village Books in Dulwich and the President of the Booksellers Association. Hazel will answer your questions, run through some of the issues facing high street bookshops this year, and discuss how independent booksellers and publishers can work in harmony to grow sales

Chair: **Will Atkinson**, consultant
Location: Regents Park 5, 6 and 7

OR

Getting better at recruitment and retention

Attracting and keeping capable people is a top priority for all publishers, but it isn't easy. Experts from trade and academic sectors including **Katie White** of Usborne Publishing and **Jenny Pearce** of Boydell & Brewer share their practices and discuss what more publishing can do to deepen its talent pool, improve its retention rates and nurture leaders of the future

Chair: **Nicola Ramsey**, Edinburgh University Press
Location: Hyde Park 6 and 7

5.45pm

Drinks

Join us in the Nobel Suite to continue the day's conversations and make new contacts

7pm

Dinner

We move on for dinner at Searcys brasserie. *Please note that pre-booked tickets are required for this dinner*

WEDNESDAY 28 FEBRUARY

9.30am

Welcome

IPG Chair **David Graham** opens the second day of the Spring Conference

Keynote: Stay up to speed on AI

The full impacts of AI on publishing and the workplace remain to be seen, but understanding its risks and potential can help you respond nimbly to changes when they come. **George Walkley**, tech expert and the IPG's AI trainer, introduces the latest developments and how publishers can harness the opportunities while staying vigilant to threats
Location: Theatre

10.15am

AI-powered marketing for better discoverability

Artificial Intelligence has the power to improve marketing strategies, increase the visibility of books and reduce effort. **Richard Charkin** of Mensch Publishing joins Shimmer's **Searsha Sadek** and **James Mitchell** to explore the latest tools and trends and show how AI can be deployed in marketing tasks like product descriptions and keyword optimisation

Location: Theatre

OR

Moving distributors: what you need to know

Publishing's distribution landscape is evolving, and many independent publishers are planning a switch of distributors now or in the future. What are the issues to consider and how can you ease the headache of moving to a new supplier? This workshop gets top tips from experts

including **Graham Cook**, who led Haynes' distribution move, and **Bunmi Western** of Ingram Content Group

Chair: **David Graham**, Batsford Books and IPG chair

Location: Regents Park 5, 6 and 7

OR

Rights clinic

With print sales under pressure in some channels, it's essential to squeeze the most out of your Intellectual Property. The IPG's rights consultant **Lynette Owen** shares answers to some common questions and challenges

Location: Location: Hyde Park 6 and 7

11am

Coffee

Take a break and meet our wide range of publishing suppliers and service providers in our Exhibitors Zone

11.30am

Brand licensing masterclass

Ame Verso of David & Charles shares a case study of successful brand licensing. She explains the planning and execution of agreements and publishing for the Pokémon and Peter Rabbit properties, with valuable takeaways for publishers who are new to brand licensing and fresh ideas for those who have already taken their first steps

Location: Theatre

OR

Planning for a crisis and the unexpected

A company crisis around a book, author or something out of our control is something all publishers fear—but good preparation can minimise the damage should the worst happen. In an interactive session that welcomes publishers from all sectors, **Richard Fisher** helps delegates think about plans and precautions to protect reputation, interests and sales

Location: Regents Park 5, 6 and 7

OR

Metadata: a beginner's guide

Metadata guru and EDItEUR executive director **Graham Bell** provides a guide to the fundamentals of creating, supplying and managing bibliographic data in publishing. This is an ideal session for anyone who is new to the subject or wants to brush up on the basics, answering the questions you might have been afraid to ask

Location: Hyde Park 6 and 7

12.30pm

Lunch

Catch up with old friends and make new contacts over our buffet lunch

1.30pm

Sell more with Amazon

Cam Lennon, a retail expert and a popular workshop host at our Autumn Conference, returns with more advice for improving visibility and sales through Amazon. He flags the priority issues and recent developments on the platform for publishers to consider and shares

tips for actions that can immediately attract more browsers and convert them to buyers

Location: Theatre

OR **Diversifying voices in publishing**

Publishing's output has diversified in recent years, but more work is needed to make it properly representative of the population. **Rose Sandy**, formerly of HarperCollins and the Author & Design Academy, explores what publishers can do to find and promote diverse new voices and imprints

Chair: **Rik Ubhi**

Location: Regents Park 5, 6 and 7

2.30pm **How to navigate from book to screen**

The screen industry operates very differently to publishing, and complex deals, long lead times without guaranteed releases and changes in Intellectual Property and ownership can put publishers and authors off. However, with the right understanding and support, screen adaptations can bring substantial new audiences and income. **Emma Topping**, creative, legal and business industry insider and owner of Viv Loves Film, joins us to demystify the world and processes

Location: Theatre

OR **Are you making the most of your opportunities?**

Experienced publisher, coach and consultant **James Kellow** provides a workshop on how to sell more by setting a commercial strategy across sales, marketing and distribution, aligning your brand identity and positioning with your business goals and objectives

Chair: **Kirstin Howgate** Howgate Publishing

Location: Regents Park 5, 6 and 7

OR **Metadata: advanced-level advice**

Graham Bell of EDItEUR delivers a second workshop for publishers who are familiar with the basics of metadata. He provides takeaways for taking your data game to the next level through sharper creation and classification, rigorous management and quality assurance and distribution that maximises discoverability by retailers and readers

Location: Hyde Park 6 and 7

3.15pm **Tea Break**

The last opportunity of the Conference to meet our supporters in the Exhibitors Zone

3.45pm **Zero-carbon plans made simple**

This workshop is for publishers who want to develop a zero-carbon strategy. Sustainability consultant **Jonathan Griffin** shares case studies of developing plans at two publishing organisations, and explains how the Carbon Calculator, licensed by the IPG for free use by all members, can help simplify the process and deliver business benefits

Location: Theatre

OR

Boost your exports

Quarto's director of international sales **Matthew Fry** delivers a guide to increasing export sales around the world. He brings tips for identifying markets, developing effective supply and retail partnerships and executing successful promotional campaigns

Location: Regents Park 5, 6 and 7

OR

Beating Procrastination

Most people will be familiar with the tendency to put off work, especially tasks that we don't enjoy. Trainer and consultant **Jens Bammel** joins us with his everyday actions to help us to build a toolkit for beating procrastination and increasing productivity

Location: Hyde Park 6 and 7

4.30pm

Lessons from publishing

We end the Conference with a look at the ups and downs of life in our sector. The IPG's Chair **David Graham** is joined by publishers and entrepreneurs including Sweet Cherry's **Sanjee de Silva** and **Will Atkinson** to reflect on successes and lessons learned and share tips for others making their way in independent publishing

Location: Theatre

5pm

Conference wrap

David Graham rounds off the day. Stay on for refreshments and a last round of networking!