

# The IPG 2024 Spring Conference

## Online Programme:

### Sustainable Growth

TUESDAY 27 FEBRUARY

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*

- 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*
- 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*

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*