

The IPG Virtual Spring Conference *The Future of Independent Publishing*

Tuesday 11 and Wednesday 12 May 2021

PROGRAMME

What does the future of publishing look like? How has the pandemic changed the way we produce, sell and consume content? Which new ways of working will endure, and how will technology help us? The IPG's 2021 Virtual Spring Conference will tackle these and many more questions about the outlook and opportunities for independent publishers. Combining blue-sky thinking, practical advice and extensive networking, it will provide two days packed with information, ideas and inspiration to make every IPG member an even better business.

TUESDAY 11 MAY 2021

9am **Conference Opens**

9.15am **Welcome and Keynote: The Future Of Tech With Azeem Azhar**
What's coming next in technology for businesses and society in this exponential age? Widely respected entrepreneur and forecaster **Azeem Azhar** shows how tech has transformed many aspects of our personal and working lives, especially during the pandemic, and flags the big issues and future developments that independent publishers need to consider.
Chair: Jonathan Harris, IPG President

10am **The Independent Publisher Of The Future**
After a year of upheaval, what are the next opportunities and challenges for independent publishers? Three experienced leaders, Faber & Faber's **Stephen Page**, Kogan Page's **Helen Kogan** and SAGE's **Ziyad Marar**, reflect on change and set out some of the many reasons to be confident about the future.
Chair: Jonathan Harris, IPG President

11.10am **Break And Meet The Exhibitors**

- 11.40am Breakout: What's Next For Audio?**
After more growth in audiobook consumption among locked down consumers, and accelerated evolution in streaming and subscription models, where is the market heading next? Two industry experts, Zebralution's **Carla Herbertson** and Bookwire's **Videl Bar-Kar**, predict what the audio sector might look like in a few years' time.
Chair: Amanda Ridout, Boldwood Books
- OR Breakout: Imports And Exports After Brexit**
The UK's departure from the EU has caused significant disruption to the movement of books in and out of Europe in 2021. Here we bring together four supply chain experts—Ingram's **David Taylor**, Unsworth's **Charles Hogg** and RMB's **Michael Boulanger** and **Artur Sarkisian**—to assess the latest situation and answer questions.
Chair: Helene Stewart, ProQuest
- OR Breakout: The Outlook For Schools Sales**
The closure of schools and widespread home learning has upended the educational market over the last 12 months. With lockdowns hopefully now at an end, **Emily Guille-Marrett** of Maths - No Problem! contemplate the future of sales to primary and secondary schools and parents, and the changing balance of print and digital education resources.
Chair: Martin Casimir, IPG Chair
- 12.30pm Keynote: Peter Cheese**
This keynote explores the future of our working lives with **Peter Cheese**, chief executive of the Chartered Institute of Personnel and Development and author of *The New World of Work*. Peter considers how the pandemic changes human capital strategies, and suggests what business leaders might do to manage change and keep teams motivated.
Chair: Oliver Gadsby, IPG board member
- 1pm Lunch**
- 2pm Keynote: Monique Roffey**
Costa Book of the Year Award winner **Monique Roffey** gives a writer's perspective on independent publishing. She discusses her experience with Peepal Tree Press, the unique strengths of indies and the effect that major literary awards can have on publishers and authors.
Chair: Jonathan Harris, IPG President
- 2.30pm Breakout: Sociable Social Media**
Social media expert **Kelly Weekes** provides practical advice for how to be successful on your social media channels. She'll explain the importance of being truly social rather than using the channels to

simply broadcast promotions and book releases, and how to achieve genuine engagement and build valuable and lasting communities.

Chair: Anna Howorth, Usborne Publishing

OR **Breakout: Stay Cyber Secure**

Remote working has brought new challenges for businesses to protect themselves from cyber attacks and frauds. **Simon Atkins** of LSA Systems provides some practical, actionable tips to help maintain security.

Chair: Tim Williams, Edward Elgar Publishing

3.15pm **Break And Meet the Exhibitors**

3.45pm **Breakout: Sales And Marketing Tools For The Digital Age**

The pandemic has made the online discoverability of content more important than ever. **Maria Vassilopoulos** of the British Library's publishing arm, **Laura Willis** of Hardie Grant and freelance sales rep **Mike Lapworth** explain how they have used sales and marketing tool Edelweiss+ to reach booksellers, librarians, readers, reviewers and others, while **Deborah Igunma** shows how start-up social reading app Peek helps connects books to readers.

Chair: Alison Jones, Practical Inspiration Publishing

OR **Breakout: How University Libraries Would Like To Work With Academic Publishers (If Only They Could...)**

This breakout gets an honest appraisal of academic publishers from partners in the library community. Leading librarians and information scientists **Johanna Anderson** and **Charles Oppenheim** discuss big issues around the availability and pricing of digital resources including ebooks, and the complex relationships between publishers, libraries, students and other university stakeholders.

4.35pm **Breakout: The Future Of Ecommerce**

Lockdowns and bookshop closures have prompted many publishers to accelerate direct to consumer sales plans. Ecommerce and publishing expert **Gareth Cuddy** joins us to set out the ingredients of an appealing and efficient D2C offering and contemplate how consumers' changing behaviour might shape post-pandemic sales.

Chair: James Woollam, David & Charles

OR **Breakout: Negotiate Your Way To Success**

Experienced development consultant and Publishing Training Centre tutor **Valerie Fawcett** guides us through the skills and tactics needed to negotiate successful outcomes to discussions and deals.

Chair: Phil Turner, Meze Publishing

5.05pm **Keynote: Effective Leadership With Jackie Fast**
Jackie Fast, entrepreneur, business leader and author of the just-published *Rule Breaker* (Kogan Page), lays out the rapid changes in leadership skills and working practices and suggests what leaders need to know about themselves. She'll show how to embrace collaboration, diversity and disruption, lead by example and pave the way for successful publishing.
Chair: Ruth Jones, Ingram Content Group

5.35pm **Conference Finishes For The Day**

WEDNESDAY 12 MAY 2021

9am **Conference Opens**

10.10am **Welcome**
IPG President **Jonathan Harris** welcomes you to the second day of the Spring Conference

10.15am **Bookselling Of The Future**
As high street booksellers settle back into trading, how has the pandemic changed the way people find and buy books? This session looks ahead to the future for book retailers, on and offline, with the help of Waterstones' **James Daunt**, Bookshop.org's **Nicole Vanderbilt** and **Andy Rossiter** of Rossiter Books.
Chair: Caroline Summers, The Paperback Shop

11am **Break And Meet The Exhibitors**

11.30am **Breakout: Train Your Way To Better Rights Management**
Good rights management skills are essential for anyone working in publishing, whether you are in an editorial, marketing, or rights team. **Marjon Esfandiary** and **Amy Ellis** of Publishers' Licensing Services discuss with **Clare Hodder** of Rights2 Consultants a new free course that equips people with essential knowledge for rights management best practice.

OR **Breakout: Diversity In Action**
This session hears the story of Sweet Cherry, one of the UK's most diverse and fastest growing children's publishers. Its team discuss their domestic and international success, and the importance of building a company and content that properly reflect the UK population.
Chair: Archana Sharma, Neem Tree Press

- 12.15pm Breakout: Launching A Business In A Pandemic**
Covid has added a whole new set of challenges to the job of creating and building a publishing business—but new independents continue to flourish. **Diana Broccardo** of Swift Press and **Rachel Williams** of Magic Cat Publishing share some of the highs and lows of their growth stories, and the lessons they have learned after a tumultuous year.
Chair: James Woollam, David & Charles
- OR Breakout: The Latest In Open Access**
As the Open Access model continues to redefine scholarly publishing and the 'OA monograph challenge' becomes a major centre of policy attention, Bloomsbury's **Ros Pyne** and the IPG's **Richard Fisher** round up the latest developments and the issues facing publishers, researchers and libraries in the months ahead.
- 1pm Lunch**
- 2pm Breakout: Ten Tips for Mental Fitness**
The pandemic and work-related stresses have taken their toll on the wellbeing of many people in publishing. Expert and coach **Paul Bulos** joins us to explain how to recognise the signs of burnout and what to do about it. He'll also explain some of the new skills and mindsets that are needed for effective teamwork and self-management after so long out of the office.
Chair: Alison Jones, Practical Inspiration Publishing
- OR Breakout: Equipping Your Teams For A Digital Future**
Publisher and Publishing Training Centre tutor **Alysoun Owen** introduces the basics of good digital project management, setting out the stages involved and how to adapt current individual and management skills to build an even more effective publishing team.
Chair: Kevin Gohil, consultant
- 2.30pm Breakout: Mastering Social Media Advertising**
Social media expert **Kelly Weekes** returns for a practical session focused on making the most of your advertising spend on Facebook and Instagram. She'll explain the key elements for a successful advertising campaign including understanding your campaign objectives, how to target audiences and the need for scroll-stopping creative, all tailored to the needs of independent publishers.
Chair: Martin Casimir, IPG Chair
- OR Breakout: Maximising Your Sales To Libraries**
Mary Lynn Kingston, **Amy McCoy** and **Helene Stewart** of ProQuest join us to explain how smart use of data can increase the visibility and use of academic content. The breakout will show how ProQuest

leverages' information from publishers to better promote content to libraries and users.

3.15pm Break And Meet the Exhibitors

3.45pm Growing In The Middle East

Ingram's **David Taylor** offers some good sales and distribution advice for independent publishers seeking to enter Middle East markets, and how the new Sharjah Publishing City can act as a gateway to the region.

Chair: Oliver Gadsby, IPG board member

4.15pm Breakout: A Greener Supply Chain

Boldwood Books' **Amanda Ridout** and HP's **Paul Randall** discuss how publishers might achieve a more sustainable supply chain. They'll also discuss the potential for cross-industry collaboration and update on the work of the IPG's own Sustainability Action Group.

OR Breakout: What's New In Children's Publishing?

This breakout reviews big market trends in UK and international children's publishing. Nosy Crow's **Tom Bonnick** and author and literary agent **Sam Copeland** discuss how the pandemic has changed reading habits, the genres and subjects that are proving popular at the moment, and what lies ahead for the rest of 2021.

4.45pm Conference Closer

A surprise guest to help end the Conference on a high note!

5.00pm Conference Finishes