

The IPG Autumn Conference

Wednesday 20 September 2023

Programme

9am **Conference Opens**

Register, get a coffee and meet your fellow delegates and leading suppliers and service providers in our Exhibitors Zone

9.30am **Conference Welcome**

IPG President and Autumn Conference Chair **Oliver Gadsby** welcomes delegates and introduces our first speakers

Keynote: Frank Gardner

The Autumn Conference starts with a session on major geopolitical issues and their impact on publishing. Renowned journalist, writer and foreign affairs expert **Frank Gardner** is our expert guide to some of the world's most complex and urgent geopolitical themes and concerns and considers their practical implications for UK businesses

Following Frank's keynote **Diana Broccardo** of Swift Press shares one publisher's experience of responding to geopolitical issues and finding the difficult balance of principles and pragmatism. We also welcome views from other publishers about the themes and questions raised

Location: Theatre

10.15am **AI in Action**

George Walkley sets the tone for a big theme of today's Conference: the role of Artificial Intelligence in publishing. As well as setting out the opportunities AI brings and key challenges including the protection of copyrighted material, he introduces the IPG's forthcoming training in this area. George is followed by a case study of AI's application in marketing from David & Charles' **Bel Youldon** and **Searsha Sadek** of Shimmr, with insights for generating targeted copy and reaching the right audiences

Location: Theatre

10.45am **Coffee Break**

Time for refreshments, networking and conversations in our Exhibitors Zone

11.15am **Maximise Your Amazon Sales**

This practical break-out explains how to achieve the widest coverage and best sales conversion rates on Amazon. Retail and Amazon expert **Cam Lennon** is the guide to best practice, quick wins and investment priorities

Location: Theatre

OR **Futureproofing in Academic Publishing**

In a sector like academic publishing that changes so fast, it's important to futureproof technology and strategies. **Tim Williams** of 2017 and 2023 Independent Publisher of the Year Edward Elgar Publishing provides a case study of evolution and the digital levers to pull for future success. *This session is supported by ProQuest, part of Clarivate*

Chair: **James Waller**, SAGE Publishing

Location: Regents Park, 5, 6 and 7

- OR** **What to Look for in a Distributor**
Good distribution partnerships are vital in publishing. This session provides an overview from experts including Hachette's **Russell Evans** and Ingram's **Bunmi Western**, with useful guidance for anyone seeking to establish new distribution arrangements
Chair: **David Graham**, BT Batsford and IPG Chair
Location: Hyde Park 6 and 7
- OR** **AI in Publishing Workshop**
This is the first of five chances throughout the day to join a hands-on workshop about the use of Artificial Intelligence in publishing. Leading publishing technology expert **George Walkley** guides small groups through the ways AI is being adopted in various stages of publishing and shows how it might be positively applied
Location: Hyde Park 3
- 12pm** **Next Steps for a Sustainable Future**
This practical session looks at the steps we can take to make production more sustainable, including circularity in design and reuse. **Amanda Ridout**, chair of the IPG's Sustainability Action Group, updates us on the latest work to reduce environmental impacts. She is joined by BIC's **Simon Crump** and the Publishers Association's **Susan Pinkney** to introduce a new Carbon Calculator to help members measure their footprints and identify improvements
Location: Theatre
- OR** **Selling Direct Globally**
How can independent academic publishers add to their institutional and retail business by growing direct sales around the world? **Anna Glazier** of Edinburgh University Press shares a case study of success and demonstrates how technology can shorten and quicken the paths to buyers
Chair: **Jonathan Harris**, Fink Publishing
Location: Regents Park 5, 6 and 7
- OR** **Achieving Better Representation**
Despite solid progress publishing still has a way to go until its output and workforce properly represent the country at large. This session welcomes literary agents **Natalie Jerome** and **Emma Shercliff** to tell us about an important new cross-industry project to accelerate change
Location: Hyde Park 6 and 7
- OR** **AI in Publishing Workshop**
Another chance to join **George Walkley**'s expert guide to using AI (see 11.15am)
Location: Hyde Park 3
- 12.45pm** **Lunch**
An hour's break to catch up with old friends, make new contacts and spend time with publishing experts in the Exhibitors Zone
- 1.45pm** **Keynotes: Leaders on Publishing's Big Issues**
Two top leaders from trade and professional publishing, Faber's **Mary Cannam** and Kogan Page's **Helen Kogan**, cast their expert eyes over some of the hot topics in publishing and business in 2023
Chair: **Oliver Gadsby**, IPG President
Location: Theatre

- 2.30pm** **Ingram's European Overview**
Darragh Deering of Ingram Content Group provides a succinct overview of publishing trends in Europe and the emerging opportunities to sell more English language books on the continent
Location: Theatre
- 2.45pm** **Metadata and North American Libraries**
For academic publishers, good metadata is crucial to getting content found and sold in north American libraries. This session welcomes **Michael Zeoli** and **Whitney Jordan** of De Gruyter to look at some of the practices and industry standards to follow for maximum exposure
Location: Theatre
- OR** **High-Tech Marketing**
In a crowded and competitive market, how do you maximise the visibility of your digital content? **Javier del Puerto** of Bookwire shows us how to use the latest tools to plan, coordinate and measure marketing campaigns. He is followed by **Ruth Bradstreet** of Edelweiss and **Ben Gutcher** of Thames & Hudson with a case study of discoverability by retailers and libraries via compelling print catalogues
Location: Regents Park 5, 6 and 7
- OR** **Technology and Smoother Workflows**
James Woollam of David & Charles provides a case study of how smart use of technology can make workflows, bibliographic data and internal communications more efficient and improve the discoverability and marketing of backlist content in particular
Chair: **Graham Bell**, EDItEUR
Location: Hyde Park 6 and 7
- OR** **AI in Publishing Workshop**
Another chance to join **George Walkley's** expert guide to using AI (see 11.15am)
Location: Hyde Park 3
- 3.30pm** **Female Leadership in Publishing**
Women's opportunities in publishing have thankfully improved from the days of male dominance, but they remain under-represented at senior level. **Suzy Astbury** of Inspired and **Cassie Rocks** from The FLIP come together to discuss barriers to progression, ways to overcome bias and imposter syndrome and how to foster the female leaders of the future
Location: Theatre
This session enthusiastically welcomes everyone! 😊
- OR** **Awesome Audio**
As audio sales and streaming continue to grow, **Lesley Crooks** of Allison & Busby and Zebralution's **Becca Souster** present a case study of one publisher's journey through audio, including the planning, production and promotion of a list, with takeaways for publishers of all sizes
Location: Regents Park 5, 6 and 7
- OR** **AI in Publishing Workshop**
Another chance to join **George Walkley's** expert guide to using AI (see 11.15am)
Location: Hyde Park 3
- 4pm** **Tea Break**
Refreshments and an opportunity to network and connect in our Exhibitors Zone

- 4.30pm** **Where Next for AI?**
With Artificial Intelligence starting to shake up publishing, we look ahead to future opportunities and challenges with the help of the IPG's new AI Action Group. We'll also hear from **Will Crook** of Publishers' Licensing Services and **James Bennett** of the Copyright Licensing Agency about AI's implications for licensing and data mining
Chair: **Helen Kogan**, Kogan Page
Location: Theatre
- OR** **Motivate and Satisfy Your Authors**
Authors and illustrators are the lifeblood of publishing, so what should businesses do to keep them happy? **Shadi Doostdar** of Oneworld's Rock the Boat children's imprint offers top tips for maintaining good relations
Location: Regents Park 5, 6 and 7
- OR** **How to Sell in Australia**
Australia can be a great market for publishers, but access isn't always easy. **James Kellow**, who has relocated to the UK after working for HarperCollins and co-founding independent publisher Ultimo Press in Sydney, shares his knowledge of the market's needs and suggests ways to reach booksellers
Chair: **Will Atkinson**, Atlantic Books
Location: Hyde Park 6 and 7
- OR** **AI in Publishing Workshop**
The final chance to join **George Walkley's** expert guide to using AI (see 11.15am)
Location: Hyde Park 3
- 5pm** **Michael Bhaskar on AI**
Publisher, author and tech expert **Michael Bhaskar** rounds off our day of focus on Artificial Intelligence with his views on the opportunities and risks that the technology will open up in the future. He also sets out some of the lessons from *The Coming Wave*, his just-published book co-written with AI entrepreneur Mustafa Suleyman
Chair: **Oliver Gadsby**, IPG President
Location: Theatre
- 5.20pm** **Keynote: Will Higham**
The future of publishing lies in the hands of Generations Y and Z, but what exactly do they want and how can we engage them? Consumer behaviour and strategy expert **Will Higham**, author of *The Next Big Thing* (Kogan Page), explores how their habits and expectations have evolved, with important lessons for how independents can engage them with content and attract the best of them to their teams
Location: Theatre
- 5.50pm** **Wrap and Drinks**
IPG President **Oliver Gadsby** closes the Conference before we continue the conversations over a drink
- 7pm** **Conference Closes**