

The IPG Hybrid Autumn Conference

Wednesday 3 November 2021

Programme

Note: timings and speakers subject to change.

9am **Conference Opens**

9.30am **Welcome and Keynote: Jamil Qureshi**

Conference chair and IPG President **Jonathan Harris** welcomes delegates and introduces our first keynote speaker: top performance psychologist and entrepreneur **Jamil Qureshi**. Jamil will show how to build positive cultures and optimise productivity in a world of work that has been dramatically changed by Covid

10.20am **Keynote: Kate Wilson**

Kate Wilson, founder and managing director of two-time IPG Independent Publisher of the Year Nosy Crow, discusses the remarkable growth of her business, her experience of leading organisational change, and the working styles and habits that keep every member of the team performing at their best—plus how to have fun along the way

10.40am **Minister's Q&A**

This session welcomes a senior Minister to outline the government's latest thinking on the creative industries and support for businesses. *Note: subject to confirmation*

11am **Coffee Break**

A chance to get a coffee, chat to fellow delegates and meet publishing's best suppliers and service providers in our Exhibitor Zone

11.30am **Keynote: Andrew Franklin**

Profile Books founder and hugely experienced publisher **Andrew Franklin** will explore some of the big opportunities, challenges and changes facing all independent publishers as we emerge from the pandemic

12pm **Break-out: Bookselling in 2022**

After a tumultuous year for the retail sector, we are joined by an online specialist and a top high street independent bookseller to explore what lies ahead next year, and how they can help independent publishers grow their sales and connect with readers

OR **Break-out: The State of Play in US Libraries**

Experienced library supplier and consultant **Michael Zeoli** gives academic publishers a frank appraisal of developments, issues and budgets in the important US library market, and considers ways for publishers to serve them better in 2022

12.35pm **Break-out: Keeping the Supply Chain Turning**

A panel of supply chain experts look at the very latest issues in book production and distribution, including paper supply, printing, wholesale channels and distribution into bookshops. There will be the chance to ask questions and discuss any challenges facing publishers at the moment

OR **Break-out: Small but Mighty in the Trade**

What is life like for small trade publishers at the moment? Joining us to discuss the strengths and challenges for ambitious independents is **Daniela Petracco** of literary fiction and non-fiction publisher Europa Editions. She will also show the vital role of cosmopolitan publishers like this in building bridges between cultures

- OR** **Break-out: Peter Mandler's View From Academia**
Distinguished historian and social commentator **Peter Mandler** joins the IPG's academic and policy correspondent **Richard Fisher** to talk about UK academia and education. He will cover issues including challenges for students, social mobility and the roles of the humanities and social sciences and publishers in the field
- 1.15pm** **Lunch**
Catch up with old friends, make new ones and pop into the Exhibitor Zone to meet the people who can make your business even better
- 2.15pm** **Keynote: Vicky Williams**
Vicky Williams, group CEO of 2020 Ingram Independent Publisher of the Year Emerald Publishing, shows how her business generates growth while tackling big employer issues like social responsibility, promoting diversity, equality and inclusion, and taking care of staff during challenging times
- 2.45pm** **Copyright Update**
Sarah Faulder of Publishers' Licensing Services provides a useful overview of developments and issues from the world of copyright. She will look in particular at the emerging role of AI, and update on the rights valuation and its implications for publishers' collective licensing
- 3pm** **Sustainability: Time for Meaningful Change**
In the week of the COP26 summit, this important Conference session will move beyond pledges to set targets for reducing publishing's environmental impacts and identify ways to reach them. Experts from Carnstone and the IPG's Sustainability Action Group Chair **Amanda Ridout** will reveal the findings of IPG-led research into the supply chain, and show how independent publishers can lead the way in action
- 3.30pm** **Tea Break**
Another chance to network and connect with our Conference exhibitors
- 4pm** **Break-out: Innovation In Audio**
New audio technology and platforms provide publishers with exciting potential for their content. Experts from three cutting-edge companies, Bookwire, DeepZen and Zebralution, show how AI and streaming platforms like Spotify can help publishers make audiobook creation and access simple and fast
- OR** **Break-out: The Latest in Open Access**
IPG academic and policy correspondent **Richard Fisher** chairs a discussion with academic publishers about the latest developments in the world of Open Access, including the implications of consultations and protocols and what might be coming down the line in 2022
- 4.40pm** **Break-out: Post-lockdown Publicity and Marketing**
Lockdowns, event cancellations and bookshop closures have triggered big changes in the way publishers promote their books. Two independent publishers show how they have successfully adapted their publicity and marketing, and suggest how businesses should allocate their spending for maximum coverage, whatever their budget

- OR** **Break-out: Making the Most of Publishing Partnerships and Systems**
When they work well, partnerships and management systems can make independent publishers much more efficient and effective. Newgen and Lived Places Publishing explain what they have learned from working together, while the Ingenta team explore how to get the most out of systems
- OR** **Break-out: Inclusion in Action**
This break-out looks at practical ways all publishers can make their businesses more accessible and their teams more diverse. We'll have actionable insights on more inclusive recruitment processes, including through job advertisements, plus tips for making workplaces more welcoming for those with disabilities
- 5.15pm** **Bringing Global Markets Closer**
Ingram's **David Taylor**, always a popular Conference speaker, returns with a whistlestop 'state of the nations' guide to international sales opportunities, and shows how local printing and distribution strategies can help publishers break into new markets
- 5.30pm** **Keynote: Mike Berners-Lee**
Mike Berners-Lee, the leading environmental researcher and author of the acclaimed *There Is No Planet B*, sets out the urgency of the climate crisis for businesses and individuals, challenges us all to reduce our carbon footprints, and suggests what publishers can do to lead change
- 6pm** **Conference Wrap and Drinks**
Jonathan Harris wraps up the Conference. Stay with us to carry on the conversations at our drinks reception