

The IPG Hybrid Autumn Conference

Wednesday 3 November 2021

Programme

- 9am** **Conference Opens**
- 9.30am** **Welcome and Keynote: Mike Berners-Lee**
Mike Berners-Lee, the leading environmental researcher and author of the acclaimed *There Is No Planet B* and *How Bad are Bananas: The Carbon Footprint of Everything* 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
- 10.15am** **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. **Daniel Witte** of Carnstone and the IPG's Sustainability Action Group Chair **Amanda Ridout** reveal the findings of IPG-led research into the supply chain and show how independent publishers can lead the way in action, while **Georgia Amson-Bradshaw** explains how Quarto Group has started up an ambitious sustainability programme from scratch
- 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** shares the story of his company's rise and how it sustains growth in a competitive market. Andrew will also explore some of the big opportunities, challenges and changes facing all independent publishers as we emerge from the pandemic
- 11.55am** **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
- 12.20pm** **Break-out: Keeping the Supply Chain Turning**
Two hugely experienced supply chain experts, **Simon Morley** of Gardners and **David Taylor** of Ingram Content Group, look at the very latest issues in book production and distribution, including paper supply, printing, wholesale channels and distribution into bookshops, and answer members' questions
- 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. They 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
- 1pm** **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
- 2pm** **Q&A with the Secretary of State**
Nadine Dorries, Secretary of State for Digital, Culture, Media and Sport and a prolific published author, explains the government's latest thinking on the creative industries and key issues including skills and sustainability. Asking the questions is her former publisher at Head of Zeus, and IPG Chair, **Amanda Ridout**
- 2.10pm** **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
- 2.40pm** **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
- 2.55pm** **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
- 3.10pm** **Tea Break**
Another chance to network and connect with our Conference exhibitors
- 3.40pm** **Break-out: Innovation in Audio**
New audio technology provides publishers with exciting potential for their content, and this break-out brings together experts from three cutting-edge providers. **Eric Bartoletti** introduces Bookwire's new non-fungible token (NFT) marketplace for publishers, DeepZen's **Marzia Ghiselli** explores how AI can support audio content, and Zebralution's **Carla Herbertson** discusses how publishers can flourish on streaming platforms like Spotify
- 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 North American library market, and considers ways for publishers to serve them better in 2022
- 4.20pm** **Break-out: Post-lockdown Publicity and Marketing**
Lockdowns, event cancellations and bookshop closures have triggered big changes in the way publishers promote their books. **Rina Gill** shows how Unbound has successfully adapted its publicity and marketing, and suggests how businesses

should allocate their spending for maximum coverage; and Edelweiss' **Ruth Bradstreet** introduces new tools to help publishers get a better grip on their sales and returns and adapt strategies accordingly

- OR** **Break-out: Optimising Royalties and Partnerships**
Ingenta's **Nick Weir-Williams** shows how publishers can improve their royalty management as he launches Ingenta Folio Connect, the new software as a service option for small and medium sized publishers. He is followed by the **Newgen** team and **David Parker** of Lived Places Publishing, who explain what they have learned from working together and how publishers can get the most out of their partnerships
- OR** **Break-out: Recruiting for Diversity**
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
- 5pm** **Keynote: Jamil Qureshi**
Top performance psychologist and entrepreneur **Jamil Qureshi** rounds off our Conference with a motivating session on new-look workplace environments. Jamil will show how to build positive cultures and optimise productivity in a world of work that has been dramatically changed by Covid
- 5.40pm** **Conference Wrap and Drinks**
Jonathan Harris wraps up the Conference. Stay with us to carry on the conversations at our drinks reception