



New Trends in Publishing Seminar 2015

Tuesday 8th September 2015

9.30am – 1.05pm

The Stationers' Company, Stationers' Hall

Ave Maria Lane, London EC4M 7DD

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PROGRAMME

09:30 Registration, Arrival refreshments

10:00 Welcome and introduction

Karina Luke, Executive Director, BIC

10:05 5 Top Trends for Trade Publishers

Jane Tappuni, Executive Vice President of Business Development, Publishing Technology

In this session Jane Tappuni will expand on the following 5 upcoming trends Publishing technology has recently identified for Trade Publishers: i) the rise of the hybrid publisher, ii) books as content marketing, iii) bigger phones for a bigger mobile reading market, iv) direct to consumer, v) ebook subscription grows up.

10:30 Questions (5 minutes)

10.35 The Digital Print Revolution

Mike Levaggi, Group Production Director, HarperCollins Publishers

Hear Mike Levaggi talk about the technological advances made, and continuing to be made, in the printing industry and find out what this means for the book industry at large now and tomorrow. Will the capabilities of digital printing see the rise of more printers in the UK? Will warehouses eventually be a thing of the past? With increasing commercial pressures, and the changing retail landscape, will "infinte inventory" become the standard way of working for most publishers? What impact will advances in digital printing technology have on book industry workflows and business models? We will also hear about the advances being made in colour printing and the impact this will have on trade in the future.

11.00 Questions (5 minutes)

11:05 Publishing-as-a-Service: New Models for Old Publishing Skills

Alison Jones, Agile Publishing

It is becoming ever more challenging to create viable profits from the sale of content, yet at the same time an unprecedented number of individuals and organizations want to publish content. With this in mind, Alison Jones explores how publishers can develop new revenue streams that complement their existing business.

11:25 Questions (5 minutes)

11:30 Coffee Break

12:00 Building Better Brands with Neuroscience

André Breedt, Director of Nielsen Book Research UK, Client Services, Nielsen

12.25 Questions (5 minutes)

12:30 New EU White Paper – Single European Digital Market

Susie Winter, Policy Director, PA

12.55 Questions

13.00 Thanks and Close – Karina Luke

13.05 END

