

Book Industry Communication

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THE 15th LBF SUPPLY CHAIN SEMINAR PROGRAMME

The Cromwell Room
London Book Fair at Earls Court
Thursday 10th April 2014

PROVISIONAL PROGRAMME

9.30AM Registration and Coffee

9.50AM **Introduction and welcome, with an update from BIC**
Karina Luke, Executive Director, Book Industry Communication Ltd (BIC)

10.00AM **Print on Demand and Short Runs – the Age of Permanent Availability?**
The panel will discuss the opportunities, challenges and overall impact that print on demand technology has brought and continues to bring to the book industry. Looking at how industry workflows, business models, and the supply chain have all been affected, and why, this session will provide the perfect forum to discuss the pros and cons of POD and short runs.

Panellists:

Simon Davidson Supply Chain Director, Waterstones
Russell Evans Commercial Director, Simon & Schuster UK
Paul Major Stock Planning & Design Director, Global Academic Publishing, Oxford University Press
Kate McFarlan Strategic Director, Clays
David Taylor Senior Vice President of Content Acquisition for Ingram Content Group & Group Managing Director of Lightning Source UK

Chair:

Karina Luke BIC

10.40AM **ISBN Revision**
Hear from the International ISBN Agency on the latest news regarding this vital industry standard update

Speaker:

Stella Griffiths Executive Director, International ISBN Agency

10:50AM **COFFEE BREAK**

11:10AM **Open Access for Books, Monographs**

Speakers:

Ellen Collins Research Consultant, Research information Network
Hazel Newton Head of Digital Publishing, Palgrave Macmillan

11:30AM **Thema - the international subject classification standard**

Things you need to know

Speaker:

Howard Willows Senior Manager, Data Development, Nielsen Book

11.45AM **THE BIG DEBATE: Business models – experimenting for the future**

There is no denying that the last decade has seen some monumental changes within the publishing industry. The surging power of social media and direct to consumer selling, the 'death' of the physical book and the rise of the ebook, the on-going debate over

open-access, tech start-ups and consolidation have greatly altered the face of our industry. Publishers know they need to stay agile to respond to these changes in order to stay profitable.

This panel debate will consider opportunities such as the repackaging of content, product bundling and subscription access, and focus on the challenges publishers face in revising business strategies in order to experiment, questioning which might be the right ones to adopt for the future and looking at how they are adjusting their business models to stay relevant.

Chair:

Ed Nawotka Editor, Publishing Perspectives

Panelists:

Euan Adie Founder, altmetric.com

Jane Tappuni EVP Business Development Publishing Technology plc

Ashleigh Gardner Head of Content, Wattpad

Other panelists tbc

12.30PM

Closing remarks, thanks, and end.

Karina Luke, BIC

