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