



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

Chris McCrudden, Head of Technology and New Media, Midas PR

In this session, Jane Tappuni with Chris McCrudden will expand on the following five upcoming trends that Publishing Technology has recently identified for Trade Publishers: i) fan fiction, 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 "infinite 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? Mike Levaggi will also discuss 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, Practical Inspiration 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 organisations 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**



PROGRAMME (continued)

- 12:00** **Building Better Brands with Neuroscience**
André Breedt, Director of Nielsen Book Research UK, Client Services, Nielsen
André Breedt will explore how different modes of thinking affect our decision-making and how visual neuroscience research can help us understand this complex area.
- 12.25** Questions (5 minutes)
- 12:30** **New EU White Paper – Single European Digital Market**
Susie Winter, Policy Director, PA
With the European Commission believing that copyright law needs to be reformed in order for the completion of the European digital single market, Susie Winter will explore the impact of the proposed reforms on publishers and comment on next steps.
- 12.55** Questions (5 minutes)
- 13.00** **Thanks and Close – Karina Luke**
- 13.05** **END**

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